

Phase 2 - Qualitative Research

Was a discussion guide used?

Yes. The discussion guide was agreed with DfE and is included at Annex A.

What were the hotspot audiences that were targeted?

It was agreed with DfE that 18 interviews would be carried out across the South, Midlands and North of England. Recruitment profiles were developed collaboratively with DfE and stakeholders during October 2012. These profiles are included at Annex B.

How were respondents recruited – how were they selected and from where?

The aforementioned recruitment profiles informed a recruitment screener questionnaire. Recruiters screened potential participants against the screening questionnaire to identify the 18 interviewees.

How was the data analysed?

A content analysis was first undertaken by researchers for each individual interview, followed by a comparative analysis across the sample set.

Phase 3 - Quantitative Research

What were the sampling criteria?

Quotas (covering age, gender and region) were applied to ensure the sample was nationally representative of adults in England.

What was the sampling frame?

The panel from which respondents were recruited contains high quality, highly profiled, double-opted in consumers. The size and quality of the panel allowed us to meet all of the demographic criteria quotas, ensuring a nationally representative sample of adults in England were recruited.

Was it one respondent per household or could there have been more?

One per household.

Who was the respondent?

Any adult within the household.

What approach was taken when weighting the data?

We applied a weighting factor against two criteria:

- (i) To represent the incidence of people who were adopted as a child.
- (ii) To represent the incidence of approved foster carers.

Is it possible for there to be overlap between audience groups or is each audience group discreet?

The nature of the discriminators means we cannot guarantee mutual exclusivity of audience groups. However, each defined audience group can be individually extrapolated to the national population. This is why the total population of the priority groups has been expressed as an estimated audience of up to 3.6m.

Annex A



DfE adoption and fostering research

Discussion guide for depth interviews

Introduction

This document reiterates the broad approach to be taken within the 18 depth interviews carried out for the qualitative phase of the adoption and fostering (A&F) research project.

Each of the 17 interviewee profiles within our recruitment guide has been constructed based on input from DfE, stakeholders and Kindred. As such, each interview will have its own subtle nuances regarding the questioning approach and content. This document explains the overarching methodology for the interviews, in other words, the framework within which all the interviews will be delivered.

As previously agreed, all interviewees will be interviewed about the subjects of adoption and fostering, and have a propensity toward both subjects. Among the interviewees with no prior experience of adoption or fostering, recruitment will limit the frequency of individuals with personal experience of adoption or fostering (e.g. a family member or friend having undertaken A&F, or the interviewee having been exposed to stories about someone who has).

Objectives of interview discussion

- 1) Understand the motivations and barriers to A&F across the range of interviewee profiles, especially the barriers that mitigate against conversion of interest to engagement

- 2) Identify common attitudinal and/or behavioural characteristics across the different segments that can inform A&F recruitment strategy at a national and local level
- 3) Develop evidence-based recruitment hypotheses that can be tested quantitatively

DfE and Kindred have agreed a phenomenological, respondent-led interview approach that is flexible to the sensitivities interviewees will naturally have about the personal nature of the subject matter. The approach allows interviewees to tell their story in an unstructured way and helps to mitigate against individuals giving answers they think they *should* give. The approach means interviewers will use appropriate cues from respondents to bridge into exploring the specific issues pertinent to the brief.

It is, of course, important that respondents feel comfortable being interviewed. The phenomenological approach means taking as long as required to put respondents at ease and to focus on building trust and openness. Interviewees will be made aware that:

- We are doing research on behalf of Government that seeks to understand more about family life in the UK
- Names and any sensitive information will not be shared
- Findings from the interview will be presented anonymously

Interview structure

Section 1: The personal journey

Respondents will be asked to share their 'personal journey'.

We are interested in understanding how people's own journey and family experience might impact on attitudes towards A&F. Where necessary, these topics may also be

explored later in the conversation when respondents are more relaxed – researchers will use their personal judgement here.

Areas for exploration within the personal journey will include:

- Interviewee's current family context: nuclear and extended
- What events or factors have shaped their current context, for example specific life events, financial drivers, career progression
- The relationships they have with family members
- Children: how did, or will they, make decisions about when or when not to have children

Section 2: The received wisdom

Next, we wish to understand what people currently know about A&F. What stories do they tell about the subject? How do they talk about these topics and importantly, from where have they received the information they cite?

Areas for exploration will include:

- What interviewees know about the current market need and recruitment challenges regarding A&F in the UK, and why these issues exist
- What stories do interviewees tell: what experience, if any, do they have of A&F
- What do they believe are the reasons that other people give not to adopt or foster
- What do they believe are the reasons that other people give to adopt or foster

Section 3 – Attitudinal and behavioural insight

Having understood interviewees' personal journeys and broad appreciation of A&F, we will then proceed to understanding respondents' specific attitudes toward the topics of adoption and fostering, both singularly and collectively. Have they ever thought about adopting or fostering? What is it within their own life experience and/or family circumstances that presents a trigger or barrier to doing so?

Areas for exploration will include:

- Is adoption and/or fostering something they have considered
- What has stopped them from considering either route
- What kind of people do they feel adopt or foster
- Why would they adopt or foster now or in future

Finally, the issue of interview duration is secondary to obtaining a detailed understanding of each interviewee's attitudes to A&F. Interviews will continue until the three interview sections listed above have been covered in depth.

Annex B



Department for Education

Adoption and fostering qualitative research - recruitment profiles

Interview sample

All participants will be interviewed about the subjects of adoption and fostering.

Across our 18 depth interview participants we require the following demographic criteria to be met:

- Men and women
- Couples (different-sex and same-sex) and single people
- Predominantly in their 30s, 40s and 50s (with some representation of people in their 20s)
- Social grades ABC1 and C2DE
- Home owners and those who don't own property
- White (4/5) and BME (1/5) interviewees
- Actively part of a faith community
- Urban and rural dwellers

Research profiles

Below are the priority demographic criteria we require from our interview participants:

Section 1: Interviewees with no pre-existing experience of adoption or fostering

CATEGORY 1: EXPERIENCE OF THE CARE SECTOR

1) 'Caring' professional A

- Formerly working as a caring professional or recently took early retirement

Understanding attitudes, motivations and barriers to adoption and fostering
Appendix Two: Additional Methodological Background

- Experience of working with children, including those with complex needs
- Living with partner
- Has own biological child(ren)

2) 'Caring' professional B

- Working full or part-time as a teacher in a school for children with special educational needs
- Single
- Has own biological child(ren)

3) 'Caring' professional C

- Working full or part-time in a caring profession, but not in a caring role e.g. finance department
- Experience of working with children, including those with complex needs
- Living with partner
- Does not have any children

4) 'Caring' professional D

- Volunteering in the care sector
- Single
- Does not have any children

CATEGORY 2: EMPLOYMENT STATUS

5) Self-employed person

- Living with partner
- Partner works full or part-time
- Has own biological child(ren)

6) Unemployed person

- Aged 40-50
- Single or living with partner
- Potential partner works full or part-time
- Does not have children

7) Couple, both working full-time

- Living together
- Woman aged 30-40, man aged 40-60
- Man has own biological child(ren)

8) Couple, one working full-time, one working part-time

- Both parties aged 50+
- Living together
- Have own biological child(ren) that no longer live at home

9) Single and employed person

- Working full-time

CATEGORY 3: FAMILY STATUS

10) Infertility

- Different-sex and same-sex couple
- Unable to have own children

11) Possible infertility

- Single person or couple
- Would like biological children
- Potentially exploring or undertaking fertility treatment

12) Have biological children, now unable or unwilling to conceive

- Single person or couple
- Have own biological child(ren)
- Now unable to conceive, or unwilling to as a result of:
 - past experience
 - increased risk of health problems for mother and/or child
 - desire to choose gender

Section 2: Interviewees with existing experience of adoption or fostering

13) Potential second time adopter

- Single person or couple
- Have adopted once
- Potentially have own biological child(ren)

14) Foster carer who may proceed to adopt

- Single person or couple
- Have fostered at least once
- Potentially have own biological child(ren)

15) Long term foster carer

- Single person or couple
- Have undertaken a long term foster care placement
- Potentially have also undertaken short term or respite foster care
- Potentially have own biological child(ren)

16) Short term foster carer

- Single person or couple
- Have undertaken at least one short term or respite foster care placement
- Have not undertaken a longer term fostering placement
- Potentially have own biological child(ren)