



## RECRUITMENT OF MEMBERS FOR THE CITIZENS' ASSEMBLY OF SCOTLAND

The Citizens' Assembly of Scotland will be made up of a minimum of 100 people randomly recruited from across Scotland. The members will be randomly selected to be broadly representative of the adult population (16 and over) in terms of age, gender, educational qualifications, ethnic group, geography and political attitudes. Due to the representative, randomised selection, there is no opportunity for people to apply to be members.

Following an open, competitive tendering process Mark Diffley Consultancy and Research Ltd was awarded the contract to recruit members of the Citizens' Assembly. The recruitment process is due to begin in the last week of August. It will be overseen by a Project Advisory Group established to ensure the reliability of the recruitment process which includes a Contract manager from Scottish Government, members of the independent Secretariat, and statisticians from Scottish Government and National Records of Scotland.

### **Recruitment Method**

Mark Diffley Consultancy and Research Ltd will be using face-to-face recruitment interviews in randomly selected locations to identify the 120 members of the public who will be invited to become members of the Citizens' Assembly of Scotland.

They have used the pre-sorted Postcode Address File (PAF) to randomly sample locations across Scotland where the recruitment will take place. Participants are being selected in proportion to the adult populations in each of the 8 Scottish Parliamentary regions. The address file was therefore sorted by parliamentary region, Island Location, Scottish Index of Multiple Deprivation and urban/rural classification before the sample was drawn. This random sampling approach ensures that each household, and subsequently member of the public, have an equal opportunity of being approached to participate, and that assembly members are drawn from a wide variety of locations across Scotland, including the islands.

Trained interviewers will visit randomly selected households in each location. Randomly selected household members will then be taken through a recruitment questionnaire to assess their eligibility and willingness to become Assembly members. The interviewers will recruit to a membership target profile as defined by the most up-to-date statistics reflecting the diversity of the Scottish population (aged 16 and over), as described below.

### **Eligibility**

To be eligible to be selected as a member Citizens' Assembly of Scotland people **must be:**

- eligible to vote under the Scottish Government's proposed franchise for Scottish Parliament and local government elections as set out in the Scottish Elections (Franchise and Representation) Bill 2019
- available and willing to attend all 6 meetings of the Citizens' Assembly.



In addition prospective members must not:

- be elected or appointed representatives (including MSPs, MPs, MEPs, councillors and Members of the House of Lords);
- be staff or officers of political parties;
- be in a job or be a public appointee which restricts them from participating in political activity
- have participated in a market research discussion group / focus group etc in the last 6 months

Within these eligibility and exclusion criteria 120 people, broadly representative of the adult population of Scotland, will be randomly recruited to be invited to join the Citizens' Assembly.

### **Ensuring a broadly representative membership**

The membership of the Citizens' Assembly of Scotland is intended to be a 'mini public'. The objective therefore is to select a group of people who broadly reflect the adult population of Scotland in terms of a range of socio-demographic variables and political attitudes/views. In this case the criteria chosen to use to measure this are:

- Geography
- Age
- Gender
- Ethnic group
- Educational qualifications
- Limiting long term conditions / disability
- Attitudes towards Scottish independence, the UK's membership of the EU and Scottish Parliament voting preferences.

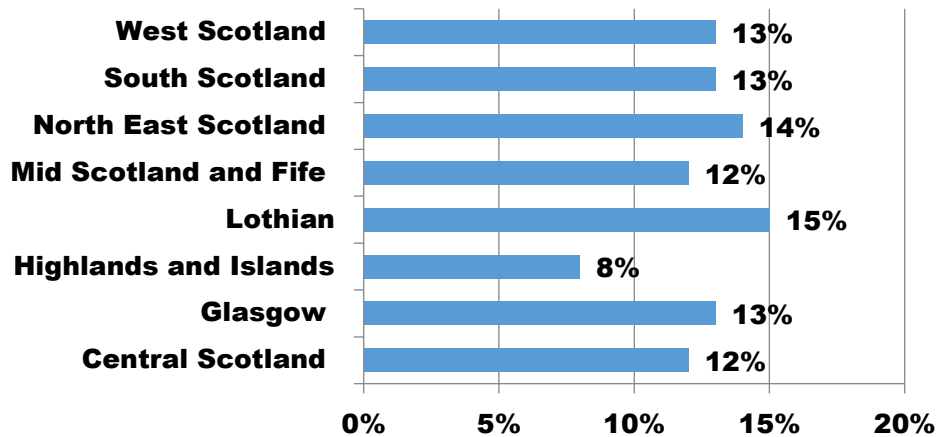
To establish the target profile for the membership, target quotas have been compiled for all of these criteria using the most up to date statistics available. The graphs below illustrate the proportions that the recruiters are aiming for in the membership of the Citizens' Assembly to achieve a 'mini-public'.



## Geography

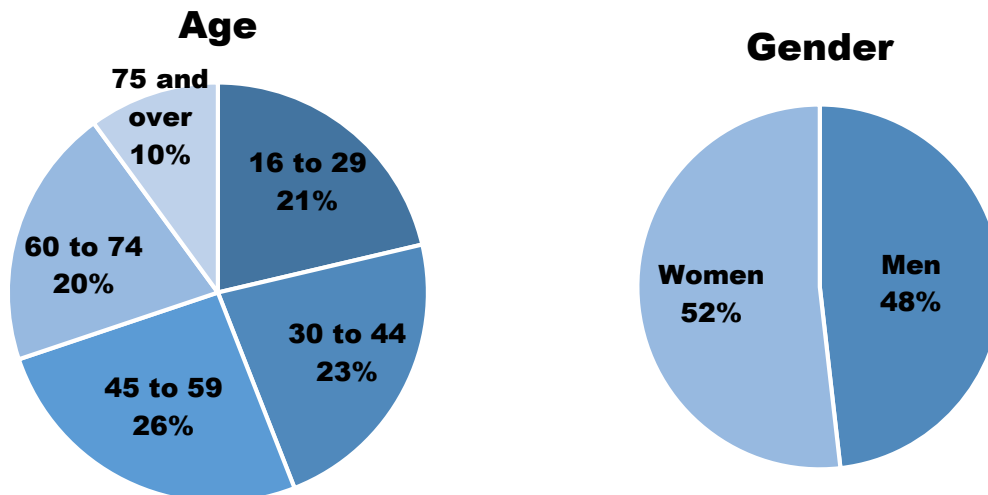
Target quotas for the geographic spread of members of the Citizens' Assembly have been set using the 2018 midyear population estimates for each parliamentary region. In each of these regions a set of postcodes have been randomly selected and recruitment will take place in these areas to secure members proportionately from across Scotland.

### **Population by Geography %**



## Age and Gender

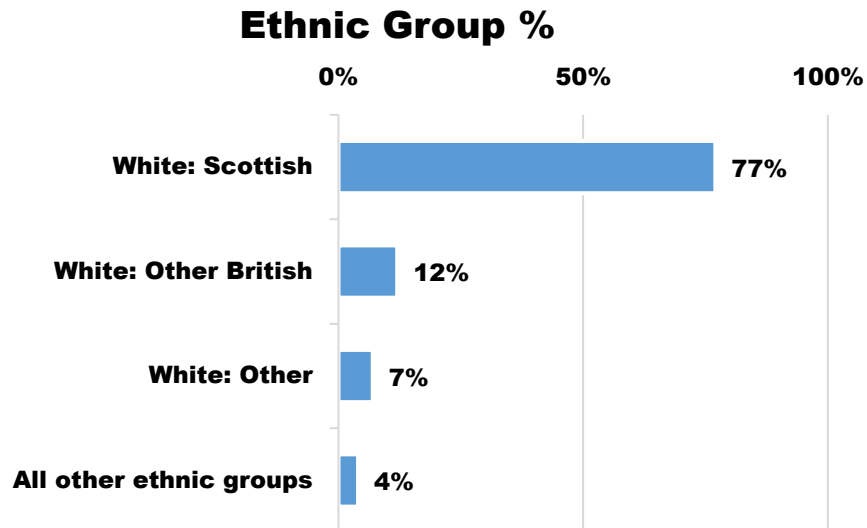
The Scottish 2018 mid-year population estimates have also been used to establish target quotas for the age and gender of assembly members, as can be seen in the charts below.





### Ethnic Group

Scottish Surveys Core Questions 2017 data has been used to establish target quotas for ethnicity (as shown below), and the same question used in the census will be used during the doorstep recruitment to ensure the membership of the Citizens Assembly of Scotland is ethnically diverse.



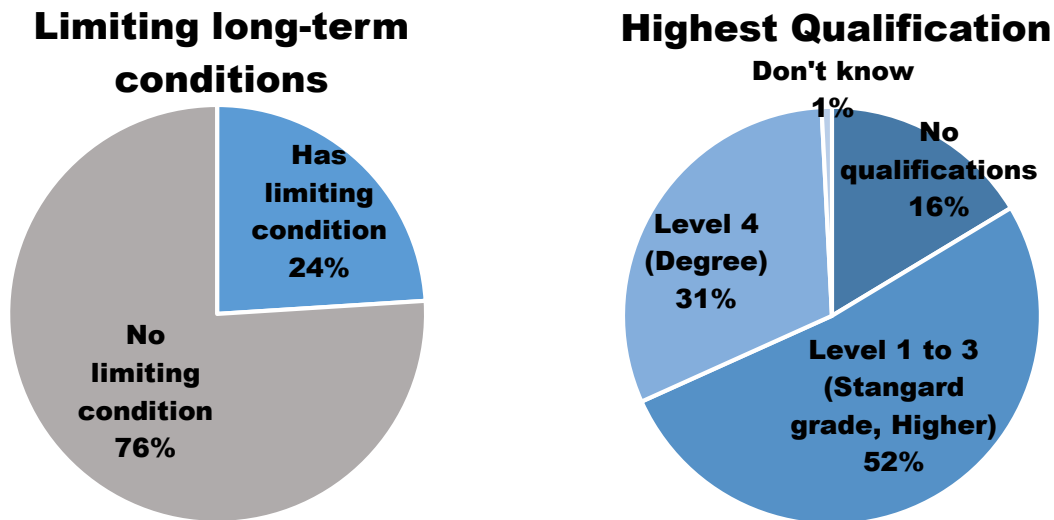
### Disability and limiting long-term conditions

To be a mini-public the Citizens' Assembly of Scotland needs to be broadly representative of the community and therefore it is important that people with disabilities, physical or mental health conditions are included. This quota target for recruitment is based on the most recent official statistics (Scottish Surveys Core Questions 2017) where people were asked whether they had any physical or mental health conditions or illnesses, which have lasted or are expected to last 12 months or more and which reduced their ability to carry out day to day activities.



### Educational Qualifications

Using educational qualifications as another way of stratifying the target profile of members of the Citizens' Assembly helps ensure that people with a wide range of experiences are included within the membership. This quota data was set from the most recent official statistics for the adult population aged 16 and over (Scottish Surveys Core Questions 2017) where people were asked, what qualifications they have achieved and the highest level recorded.



### Political Attitudes

For the membership of the Citizens' Assembly of Scotland to be representative of the population it is also essential that the profile of the members recruited is broadly politically balanced in terms of the following criteria:

1. Voting intention for the Scottish Parliament
2. Attitudes to UK membership of the European Union,
3. Attitudes to Scottish independence.

Unlike the demographic and geographic criteria described above, there are no Official Statistics sources to determine quotas for these variables. Instead, the quotas for these were set based on an average of the last 12 months of evidence from established opinion polls in Scotland. This was chosen over the results of previous elections and referendums, since they include the proportions of people who would not vote or who are undecided about how they would vote, and ensuring the representation of undecided voters and non voters in the Assembly will be important. This also ensures that the most recent evidence of opinion is used.

Mark Diffley Consultancy and Research Ltd identified all publicly available opinion polls conducted in Scotland, with a representative Scottish sample, conducted in the 12 months between August 2018 and August 2019 and which asked about one or more of the following:

1. How you would vote in an immediate election to the Scottish Parliament (constituency and regional vote) (12 sources)



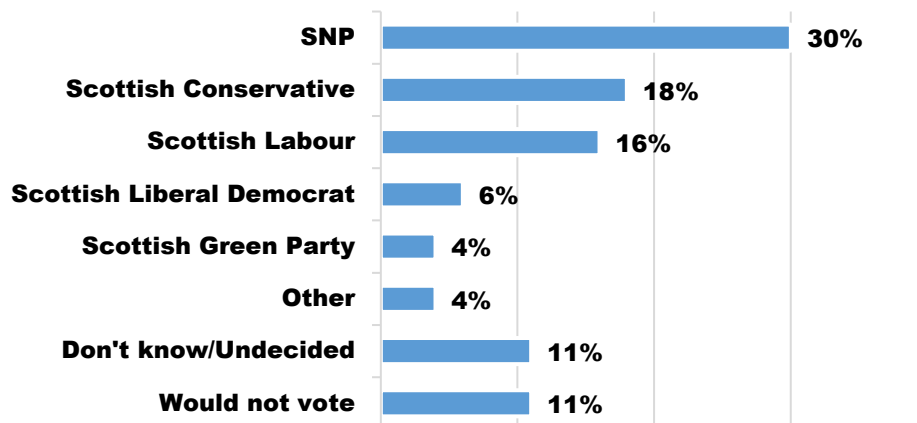
2. How you would vote in a UK-wide referendum on membership of the European Union (12 sources)
3. How you would vote in an immediate referendum on Scottish independence (11 sources)

For all questions they calculated an average for each option, including 'undecided' and 'would not vote' across all polls in the period. For voting in a Scottish Parliament election they took an average score of the constituency and regional vote shares together for each party over the period.<sup>1</sup> The results are illustrated below as target quotas for recruiting a broadly representative membership.

As part of the questionnaire used during the recruitment, prospective members will be asked the following questions and their responses used to help ensure that those selected for membership have a diversity of political views.

1. If there was a Scottish Parliament election tomorrow and all parties were standing in your area, which party, if any, would you vote for or would you not vote?

### Scottish Parliament Voting Intention %

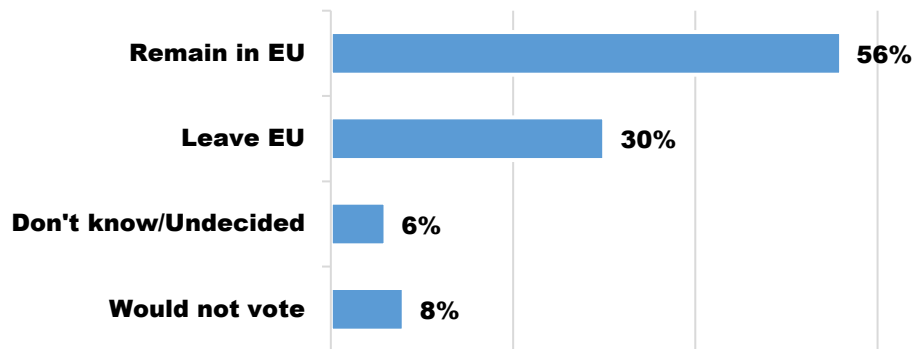


2. If there was a referendum on the UK's membership of the European Union tomorrow, how would you vote?

<sup>1</sup> It is worth noting that while polling companies have different approaches to calculating and reporting on those in the samples who say that they would not vote in the election/referendum in question. Therefore, in some cases, it has been necessary for us to calculate the size of the 'would not vote' proportions, which may lead to some inconsistencies in this proportion between different polls. This will however have a very limited impact on the quota targets set for the representation of parties' supporters at the Assembly.

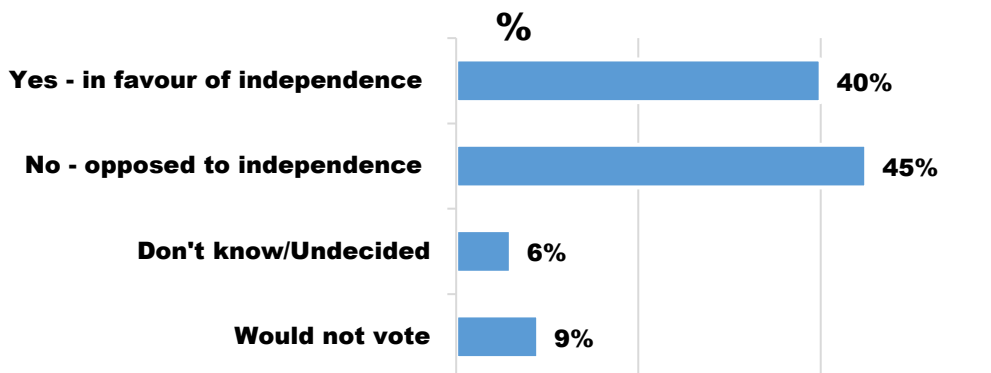


## EU Membership Voting Intention %



3. If there was a referendum on Scottish independence tomorrow, how would you vote?

## Scottish Independence Voting Intention



### Monitoring and Review

The quotas described above are targets for the recruiters to ensure that the membership of the Assembly is as broadly representative as possible. Within a group of 120 people however it will not be possible to be fully statistically representative of the population, particularly across so many selection criteria. This means that the final achieved profile may not match this exactly as there will be practical limitations when attempting to fulfil each of the above targets and some groups are likely to be harder to reach than others.

The Project Advisory Group will work with Mark Diffley Consultancy and Research Ltd to regularly review progress towards the target profile throughout the recruitment process and agree acceptable levels of tolerance for variation from the target. This will include consideration of whether any groups are under-represented and agree a strategy for achieving final numbers. When the Citizens' Assembly convenes in October, the demographic profile of members will be published alongside these targets for comparison.