48 potential participants were contacted with 35 taking part. Drop-out rates were higher for the younger (18-34) group with the split of participants 16 (18-34) to 19 (65+). See: Table 1 for breakdown by age range; Table 2 for numbers by group; and Table 3 for a fuller demographic details of pseudonymised participants and groups.

|  |  |  |
| --- | --- | --- |
| Age range (wide) | Age range (Narrow) | Total |
| 18-34 | 18-24 | 4 |
| 18-34 | 25-34 | 12 |
| 65+ | 65-74 | 12 |
| 65+ | 75+ | 7 |

Table 1. Age range of participants.

|  |  |  |
| --- | --- | --- |
| Group | Age range  | # of participants |
| A | 18-34 | 5 |
| B | 65+ | 6 |
| C | 65+ | 6 |
| D | 18-34 | 7 |
| E | 18-34 | 4 |
| F | 65+ | 7 |

Table 2. Number of participants by group.

The higher drop-out rate among the younger age demographic, reflected in the slightly lower numbers overall, meant the screener was re-opened to recruit additional participants for groups D and E.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Group | Group Category | Pseudonym | Gender | Age range(narrow) | SEG |
| A | Younger | Mahreen | Female | 18-24 | B |
| A | Younger | Rob | Male | 18-24 | B |
| A | Younger | Ashni | Female | 25-34 | D |
| A | Younger | Cameron | Male | 25-34 | C1 |
| A | Younger | Steve | Male | 25-34 | B |
| B | Older | Felicity | Female | 75+ | B |
| B | Older | Emma | Female | 65-74 | C1 |
| B | Older | Anne | Female | 65-74 | E |
| B | Older | William | Male | 65-74 | B |
| B | Older | Matthew | Male | 65-74 | B |
| B | Older | David | Male | 75+ | C1 |
| C | Older | Susanna  | Female | 75+ | C1 |
| C | Older | Linda | Female | 65-74 | E |
| C | Older | Richard | Male | 75+ | B |
| C | Older | Charles | Male | 65-74 | C1 |
| C | Older | Gary | Male | 65-74 | C1 |
| C | Older | John | Male | 65-74 | A |
| D | Younger | Zora | Female | 25-34 | B |
| D | Younger | Charlotte | Female | 18-24 | C1 |
| D | Younger | Ileara | Female | 25-34 | E |
| D | Younger | Farhan | Male | 18-24 | A |
| D | Younger | Imran | Male | 25-34 | B |
| D | Younger | Castor | Male | 25-34 | C1 |
| D | Younger | Mike | Male | 25-34 | C2 |
| E | Younger | Diya | Female | 18-24 | C1 |
| E | Younger | Alicja | Female | 25-34 | C1 |
| E | Younger | Thomas | Male | 25-34 | C1 |
| E | Younger | Chris | Male | 25-34 | C1 |
| F | Older | Elizabeth | Female | 75+ | A |
| F | Older | Tina | Female | 65-74 | B |
| F | Older | Louise | Female | 65-74 | B |
| F | Older | Samuel | Male | 75+ | B |
| F | Older | Allan | Male | 65-74 | B |
| F | Older | Roy | Male | 75+ | B |
| F | Older | Callum | Male | 65-74 | B |

Table 3. Participant details.