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**Recruitment screener**

|  |  |
| --- | --- |
| **Client name:** | Yorkshire Water |
| **Project name:** | Acceptability and Affordability research |
| **Job number:** | 8941 |
| **Methodology:** | Cognitive pilots - online depths - NHH |
| **Sample size:** | 5 |
| **Fieldwork dates:** |  |
| **Recruitment approach:** | Telephone using in-house recruitment team |
| **Version** | 2 |

**Sample overview**

**Quotas overview**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Interview type* | ***Quota*** ***SEG*** | ***Quota******Age*** | ***Quota******Gender*** | ***Company size*** | ***Quota******Metered*** | ***Incentive*** |
| **Microbusiness (x3)** | n/a | n/a | n/a | All under 10 employees | Mix | **£100** |
| **NHH small, medium & large business (x2)** | n/a | n/a | n/a | All over 10 employees – aim for mix of size | Mix | **£150** |

**Introduction**

*Hello, my name is \_\_\_\_\_\_\_\_\_ and I am working on behalf of an independent market research agency called DJS Research.*

*We have been commissioned by Yorkshire Water, which is the water and wastewater provider for the Yorkshire region, to conduct research into their future plans for the service they provide including pricing and investment.*

*Since April 2017, businesses, charities and public sector organisations in England have been able to change the company providing their water and sewerage retail services (as they are able to with energy) or negotiate a better deal with their existing service provider. Retailers provide bills, customer services and read any water meters at this site. Yorkshire Water still works to ensure the quality and continuity of your water supply and sewerage services, so your business is still a customer of these services.*

*We are looking for people to take part in a research interview that will last around 90 minutes. The discussion will take place over Teams or Zoom call. Ahead of the discussion we will send you some information to read which will take 15-20 minutes.*

*As a ‘thank you’ for taking part in the discussion we will give you INSERT INCENTIVE BASED ON GRID ABOVE. This will be paid by bank transfer.*

*We do hope you will be interested in being part of this research and we are sure you will find it an enjoyable experience. Market research such as this is not associated with selling, we are interested only in your views and opinions, and everything you say will remain confidential; our client only receives the results of the research in a summary format. Let me reassure you that no names will be passed on to any third parties. (If respondents have any concerns please provide them with a freephone number to ring The Market Research Society - 0500 396 999)*

**Base: All respondents**

Would you be interested in taking part in our research?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No | SCREEN OUT |

*RECRUITER NOTES:*

*Respondents must speak English*

**Q01b**

**Base: All respondents**

At DJS Research we are committed to respecting the values, ideas and beliefs of everyone who participates in our research. In return, we ask research participants to:

* respect the views, ideas and beliefs of other individuals who may be participating in the session
* be courteous to everyone participating, including the research facilitator/interviewer

The research facilitator/interviewer may ask any individual not adhering to the above to leave the session.

Are you happy to participate on this basis?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes | INFO 1 |
| 2 | No | SCREEN OUT |

**CLASSIFICATION QUESTIONS**

**INFO1.**

**Base: All respondents**

Thank you!

We now have a few questions about you and your current circumstances to ensure we include a range of different businesses in our project. Your answers and individual details will not be shared with our client or any other 3rd party.

INFO PAGE

**Q02.**

**Base: All respondents**

Is your business run from business premises or from somewhere else, e.g. a home residence or a mobile business?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Business premises |  |  |
| 2 | No fixed business premises (e.g. van / home residence) |  | THANK & CLOSE |
| 85 | Don’t know |  | THANK & CLOSE |

**Q03.**

**Base: All respondents**

Are you responsible for selecting and/or managing utility suppliers, including water, and do you have sight of the company’s water bills?

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes |  | Continue |
| 2 | No |  | THANK & CLOSE |
| 3 | Don’t Know |   | THANK & CLOSE |

**Q04.**

**Base: All respondents**

Does your company currently have a premises in the Yorkshire Water Region? (Note: Yorkshire Water operate across Yorkshire and the Humber).

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No | THANK & CLOSE |
| 80 | Don’t know | THANK & CLOSE |

**Q05.**

**Base: All respondents**

In which of part of the Yorkshire Water region are your premises located?

Please select all that apply

MULTI CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | North Yorkshire |  |  |
| 2 | West Yorkshire |  |  |
| 3 | South Yorkshire |   |  |
| 4 | East Riding |  |  |
| 6 | None of these |  | THANK & CLOSE |
| 85 | I’m not sure |  | THANK & CLOSE |

*RECRUITER NOTES:*

*Recruit mix*

**Q06.**

**Base: All respondents**

How many employees does your company employ?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | 1-9 | SCREEN OUT | MICRO BUSINESS QUOTA |
| 2 | 10-49 |  | SMALL COMPANY |
| 3 | 50-99 |  | MEDIUM COMPANY |
| 4 | 100-249 |  | MEDIUM COMPANY |
| 5 | 250+ |  | LARGE COMPANY |
| 85 | Don’t know | SCREEN OUT |  |

*RECRUITER NOTES:*

*Min.3 Microbusiness, mix of other sizes*

**Q07.**

**Base: All respondents**

Which of the following best describes the industry or sector that your company operates in?

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Agriculture, Forestry and Fishing |  |  |
| 2 | Mining and Quarrying |  |  |
| 3 | Manufacturing |  |  |
| 4 | Electricity, Gas, Steam and Air Conditioning Supply |  |  |
| 5 | Water Supply, Sewerage, Waste Management and Remediation Activities |  |  |
| 6 | Construction |  |  |
| 7 | Wholesale and Retail Trade (mechanic, hairdresser, café etc.)  |  |  |
| 8 | Transportation and Storage |  |  |
| 9 | Accommodation and Food Service Activities |  |  |
| 10 | Information and Communication |  |  |
| 11 | Financial and Insurance Activities |  |  |
| 12 | Real Estate Activities |  |  |
| 13 | Professional, Scientific and Technical Activities |  |  |
| 14 | Administrative and Support Service Activities |  |  |
| 15 | Public Administration & Defence, and Compulsory Social Security |  |  |
| 16 | Education |  |  |
| 17 | Human Health and Social Work Activities |  |  |
| 18 | Arts, Entertainment and Recreation |  |  |
| 19 | Other Service Activities |  |  |
| 20 | Other SPECIFY  |  |  |

*RECRUITER NOTES:*

*Recruit mix*

**Q08.**

**Base: All respondents**

Approximately what is your business’s average annual water and sewerage services bill?

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Less than £500 per year |  | Continue |
| 2 | £500 to £1,499 per year |  | Continue |
| 3 | £1,500 to £2,999 per year |  | Continue |
| 4 | £3,000 to £9,999 per year |  | Continue |
| 5 | £10,000 to £14,999 per year |  | Continue |
| 6 | £15,000 to 29,999 per year |  | Continue |
| 7 | £30,000 to £49,999 per year  |   | Continue |
| 8 | £50,000 or more per year |  | Continue |
| 9 | Don’t know |  | Continue |

**Q09.**

**Base: All respondents**

Have you experienced or noticed any of the following situations at your business in Yorkshire?

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes, within the last year |  |  |
| 2 | Yes, 1-3 years ago |  |  |
| 3 | Yes, more than 3 years ago |  |  |
| 4 | Never |  |  |
| 85 | I’m not sure  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement list** | **Scripting notes** | **Routing** |
| 1 | Discoloured water |  |  |
| 2 | Poor water taste or odour  |  |  |
| 3 |  Sewer flooding inside your property |  |  |
| 4 |  Sewer flooding outside but within your property boundary |  |  |
| 5 | Low water pressure |  |  |
| 6 | Restriction on how you can use water e.g. a hosepipe ban |  |  |
| 7 | An instruction to boil your drinking water |  |  |
| 8 | Interruptions to your water supply |  |  |
| 9 | Inconvenienced by limescale  |  |  |
| 10 | A water leak e.g. in the road or on your property |  |  |

**SUITABILITY QUESTIONS**

**S01.**

**Base: All respondents**

When was the last time you took part in a market research project in the water sector?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Less than six months ago |  | SCREEN OUT |
| 2 | More than six months ago |  | S04 |
| 3 | I haven’t taken part taken part in a market research project in the water sector before |  | CONTINUE |

**AGREEMENT TO AUDIO/VIDEO RECORDING & CLIENT ATENDEES**

**S02.**

**Base: All respondents**

The session you are being invited to will be audio/video recorded for analysis purposes, this audio will not be passed on to the client or any third party.

We may also take photographs of the day that may be shared with our client and third parties, such as the industry regulator.

Are you happy to take part in the research on this basis?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No | SCREEN OUT |

**CONTACT DETAILS**

**C01**

**Base: All respondents**

Thank you for answering our questions. We are pleased to say you meet all the criteria for our research study. Ahead of the interview, we’d like to send you some information from Yorkshire Water to browse through and have a think about. Don’t worry if you don’t understand or remember it all as we’ll be running through it during the interview.

**IF YOU NEED TO SCREEN OUT (AT END OF SCREENER).**

Thank you for your interest in our research project.

Unfortunately, on this occasion you either do not meet the criteria we are looking for, or we already have sufficient numbers of people in your demographic taking part. We hope to see you on another research project soon!

**PRE-TASK**

**Base: All respondents**

Ahead of the interview we have a handful of questions we would like you to complete when you receive the information about Yorkshire Water’s business plan. This should take no more than 5-10 minutes to complete. Is that OK?

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No | SCREEN OUT |

Recruiter notes - following recruitment:

* *Please ensure each respondent is provided with a confirmation email with research session details*
* *Please update the respondent profile grid AT LEAST TWO DAYS BEFORE THE FIELDWORK DATE.*
* ***Please provide full details for all screening questions in the profile sheet (rather than coded answers that cannot be read without referring back to the screener****)*
* ***PLEASE ASK THE FOLLOWING QUESTION WHEN MAKING THE REMINDER PHONE CALL***