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**Recruitment screener**

|  |  |
| --- | --- |
| **Client name:** | Yorkshire Water |
| **Project name:** | Acceptability and Affordability research |
| **Job number:** | 8941 |
| **Methodology:** | Households: In-person groups - FBP |
| **Sample size:** | 16 |
| **Fieldwork dates:** | FBP Group 1: Huddersfield Thursday 15th June  FBP Group 2: Sheffield Tuesday 20th June |
| **Recruitment approach:** | Telephone using in-house recruitment team |
| **Version** | 2 |

**Groups times/dates:**

Huddersfield Thursday 15th June – 6pm - venue TBC

Sheffield Tuesday 20th June – 6pm - venue TBC

**Sample overview**

**Quotas overview**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Group type* | ***Quota***  ***SEG*** | ***Quota***  ***Age*** | ***Quota***  ***Gender*** | ***Incentive*** |
| **Future bill payers (x2) 8 for 6 participants per group** | n/a | All 18-29 | 50/50 | **£100** |

**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.*

*We are looking for people to take part in a focus group that will last around 3 hours. Participants will be provided with hot drinks and a light buffet. The discussion will take place at INSERT VENUE, TIME & DATE. 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 £100. This will be paid in cash on the day.*

*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 people 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**

When it comes to water bills for your household, which of the following best represents your current situation?

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | I am the sole or joint bill payer | SCREEN OUT |
| 2 | My water bill is included in my rent payments, and I don’t live in university accommodation | SCREEN OUT |
| 3 | My water bill is included in my rent payments, and I live in university accommodation | CONTINUE AS POSSIBLE ‘FUTURE BILL PAYER’ |
| 4 | I am not responsible for paying the water bill for my household | CONTINUE AS POSSIBLE ‘FUTURE BILL PAYER’ |

*RECRUITER NOTES:*

***Future Bill Payer:*** *A Future Bill Payer is someone between 18 and 29 who does not pay their water bill directly either because they are living at home with parents or other family or at university where their water bill is included in the rental agreement.*

**Q03.**

**Base: All respondents**

Which region of Yorkshire do you live in?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | North Yorkshire | THANK & CLOSE |
| 2 | West Yorkshire | Continue |
| 3 | South Yorkshire | Continue |
| 4 | East Riding | THANK & CLOSE |
| 86 | Prefer not to say | THANK & CLOSE |

*RECRUITER NOTES:*

*Recruit from Sheffield & Huddersfield areas*

**Q04.**

**Base: All respondents**

How would you describe your gender?

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Male |  |
| 2 | Female |  |
| 3 | I identify in another way |  |

*RECRUITER NOTES:*

*Recruit a 50/50 mix codes 1 and 2 – no quota on code 3 but please include*

**INFO 2:**

**To ensure that we speak to a variety of people, could I just ask you a few questions about you and your household?**

**Q05.**

**Base: All respondents**

Which of the following age groups do you fall into?

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Response number** | **Code** | **Scripting notes** | **Routing** |
| 1 | 16-19 |  | Continue |
| 2 | 20-24 |  | Continue |
| 3 | 25-29 |  | Continue |
| 4 | 30-34 |  | Screen out |
| 5 | 35-39 |  | Screen out |
| 6 | 40-49 |  | Screen out |
| 7 | 50-59 |  | Screen out |
| 8 | 60+ |  | Screen out |
| 87 | Prefer not to say |  | Screen out |

*RECRUITER NOTES:*

*For ‘future bill payers’ please screen out if aged under 16 or over 29*

**Q06.**

**Base: All respondents**

Which of the following apply to you? Please select all that apply

MULTI RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Working full-time  (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement) |  |  |
| 2 | Working part-time  (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement) |  |  |
| 3 | Due to start a job in the next month |  |  |
| 4 | Engaged in full-time further study, training or research |  |  |
| 5 | Engaged in part-time further study, training or research |  |  |
| 6 | Taking time out in order to travel |  |  |
| 7 | Unemployed (and looking for work) |  |  |
| 8 | Looking after home or family |  |  |
| 9 | Something else (please specify) | OPEN |  |
| 87 | None of the above | EXCLUSIVE |  |

RECRUITER NOTES:

*Recruit a mix*

**Q07.**

**Base: All respondents**

How would you describe your ethnic background?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Asian / British Asian |  |
| 2 | Black / African/ Caribbean / Black British |  |
| 3 | Mixed / Multiple ethnic group |  |
| 4 | White British / White European |  |
| 5 | Other White background |  |
| 6 | Other ethnic background |  |

**Q08.**

**Base: All respondents**

Have you experienced or noticed any of the following situations at your home?

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**

Do you or your close family work in any of the following occupations? Please tick all that apply.

MULTI CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Journalism |  | SCREENOUT |
| 2 | Advertising |  | SCREENOUT |
| 3 | Market Research |  | SCREENOUT |
| 4 | Public Relations |  | SCREENOUT |
| 5 | Water and wastewater industry |  | SCREENOUT |
| 87 | None of the above |  | CONTINUE |

*RECRUITER NOTES:*

*Thank & close if working in any of the above professions.*

**S02.**

**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 |  |  |

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

**S03.**

**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 |

**S04.**

**Base: All respondents**

The session may be observed by a representative of Yorkshire Water but they will not participate in the discussion.

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

SINGLE RESPONSE

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

**S05.**

**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. Please try and have a look however, as we’ll be contacting you ahead of the session to ask some questions about your thoughts on it.

**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***

**Pre-task questions – refer to separate sheet**