***SKILL02-9072* – Non-Household Customer Focus Group Recruitment Questionnaire WEST YORKS WATER DEPENDENT**

Good morning/afternoon/evening I am working on behalf of Qa Research, and we are looking for people to take part in some research on behalf of Yorkshire Water. The research will help to understand the wider impact of Covid-19 on the businesses of Yorkshire and how this might have impacted businesses, the way businesses operate, and what the long-term outlook is for businesses now and has this been altered because of covid.

The research will take the form of an online focus group. It will last for 90 minutes and as a thank you for your time, you would be given £60 which would be transferred by BACS into your bank account after the group has taken place.

Just to reassure you the recruitment will be carried out according to the Market Research Society’s Code of Conduct. Your answers will be treated in confidence and the findings of the research will be reported anonymously. Could you spare a few minutes to answer a few questions?

**SCREENERS / QUOTAS**

**1.** **First of all, do you work in any of the following: market research, marketing, public relations, journalism or for Yorkshire Water?**

Yes q No q *if yes, thank & close*

**2.**  **Do you pay for water usage in the Yorkshire Region?**

Yes q No q *if no, thank & close*

**3.** **Which of the following best describes your role within your business?**

Owner / CEO / Managing Director q

Senior Management q

Middle management q *thank & close*

 Employee q *thank & close*

**4.** **Which of the following areas of Yorkshire is your business based in?**

*If business covers multiple areas, select most dominant*

North Yorkshire q *thank & close*

East Yorkshire q *thank & close*

South Yorkshire q *thank & close*

West Yorkshire q

**5.** **Does water play a significant role in the production or delivery of the service and/or product provided by your business e.g. food manufacturing, farming, hair dressers, coffee shop/restaurant, or use in customer services? (An office where water is required for staff use, whilst critical to keeping staff on site, is deemed non-water dependent in this case)**

Yes q

No q *thank & close but consider for non-water dependent groups*

Don’t know q *thank & close*

**6 Which of the following best describes the experience your business had due to the Covid-19 pandemic?**

a. Things were really bad for us and still are q *thank & close and consider for vul in-depth interviews*

b. Things were really bad for us but it’s better now q *thank & close and consider for vul in-depth interviews*

c. There were some bad things but some positive things too, and we are fine now q *go to Q7*

d. A few ups and downs but things were mostly positive throughout q *go to Q7*

e. There were no downsides, the pandemic was good for our business q *go to Q7*

f. There was no notable positive or negative impact on our business throughout the pandemicq

*(thank and close- raise with Qa if getting a lot of these as we will then include some as separate depths)*

*Recruit a mix of c, d and e – max 3 in each category per group*

**7.**     **Approximately how many staff do you employ?** *recruit a mix – max 2 sole traders*

None – sole trader q

1-49 small q

50-249 medium q

250 or more large q

**8.** **Which type of business / organisation do you work for?**

Retailer q

Financial or legal services q

Transportation q

Farming, agriculture, fishing and forestry q

Manufacturing, construction and production q

Entertainment, heritage, attractions q

Health care q

Food production q

Other (please specify) q

*recruit no more than 2 per sector per group*

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**9.** **Have you ever participated in a discussion group before?** Yes q No q

**9a.*****If yes* - How long ago did you participate in a discussion group?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ yrs \**None to be less than 6 months*

**Technical questions**

**10.** **Do you have a personal computer or laptop or tablet with a working webcam and high-speed internet access that you can use to participate in the online discussion group via Zoom?**

Yes q

No q *if no, thank & close*

*Recruiter NB – we will be showing visual stimulus and sharing information so a mobile phone screen will be too small*

**11.** **Do you have access to a good broadband connection?**

Yes q

Sometimes q *if sometimes, thank & close*

No q *if no, thank & close*

**12.** **How confident are you in participating in a group discussion with up to 6 other people via an online video call on Zoom?**

 Very nervous / unconfident q *if unconfident thank & close*

 Quite nervous / unconfident q *if unconfident thank & close*

 I can manage / relatively confident q

 Quite comfortable / confident q

 Very comfortable / confident q

We will be holding an online discussion group lasting **90 minutes** with no more than **6** people on **Tuesday 17th May** to which you are invited to attend. The time of the group would be **6:15-7:45pm.** As a thank you, you will be given **£60 cash** for taking part.

The purpose of the discussion is to discuss and help Yorkshire Water understand how Covid-19 has impacted on businesses in Yorkshire and how this might have altered views and expectations from life.

We would also like you to do a task in preparation for the focus group. The details of this are currently being finalised but will likely involve you thinking about key moments and changes for your business during the pandemic. If you are able to, we would also like you to film yourself talking about these events and share with us in advance. We will send you through details about the task when we send the confirmation email.

**I just need to let you know that the group would be audio recorded by the researcher.** **This is to make sure they can write accurate notes about the discussion. The recording is only used for analysis purposes by Qa Research and project partner Dr Nick Gadsby who will be assisting with data analysis.**

**13.** **Would you like to take part?** Yes q Noq *If ‘No’ Thank and Close*

Thank you for agreeing to participate. So that I can send you an invitation I will need to collect some personal details.

**RECORDING AND ANALYSIS**

**14.** **The focus group will be video and audio recorded for analysis purposes and only seen or shared between Qa Research and Dr Nick Gadsby who specialises in verbatim analysis. Can you confirm you are happy for us to do this?**

Yes q Noq *If ‘No’ Thank and Close*

**15. After the focus group we would also like to record some ‘vox pops’ style videos in which respondents will sum up key issues faced and the main things they might want from Yorkshire Water going forward.** **We may also include some footage from the self-filmed video task if you are able to send one in.** **The final edited video would be shared with Yorkshire Water but would not be publicly available.**

**You can decide after the focus group if you would still like to be involved. But would you be happy at this stage to be involved?**

Yes q Noq

**CONTACT DETAILS**

**16.** **Qa will contact you by telephone prior to the group to check that you are still happy to attend and to validate the recruitment in accordance with our quality control procedures; can you confirm you are happy for us to do this?**

Yes q Noq

If no, explain to confirm attendance a contact telephone number is needed, if refused, thank and close.

**17. Personal details**

Title: \_\_\_\_\_\_\_\_\_\_ First name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Surname: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Postcode: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home telephone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Work telephone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Convenient time to call: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you, we will now send you an acceptance letter/ email with full details of the group. We will also call to confirm your group.

**CONSENT**

Thank you for your time so far. I now need to complete a consent form with you...

*If needed* This is to comply with the GDPR (General Data Protection Regulation, which came into force on 25th May 2018) and the Data Protection Act

As I mentioned, the group will be recorded by the researcher. This is to make sure that they can write accurate notes about the group. The video / audio recording will only be viewed or heard by Qa and Dr Nick Gadsby. Any reports we write will be anonymous, so your name would not be used.

Qa will contact you by telephone prior to the group to check that you are still happy to attend and also to check my work, for quality control purposes.

Do you have any questions? *if needed* about the research or how the information collected from you today or in the group will be used?

***Standard consent***

I agree to give my contact details and information about myself today 

I agree to take part in the focus group, which will be audio / video recorded 

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Surname: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Recruiter name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**RECRUITER DECLARATION:**

*NB this is required to comply with data protection legislation*

I declare that I have carried out the interview in full with the person named above and according to the instruction set out.

Name of Recruiter (print) ­­­­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_