8587 | Yorkshire Water | Channel Strategy Research  
Focus groups – 2 hrs

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| I declare that this interview was carried out according to instructions, within the MRS Code of Conduct and that the respondent was not previously known to me. I have carefully checked the questionnaire and am aware that it is subject to quality control procedures  Name of recruiter:………………………………… Signature……………………………………………...  Date:…………………………………. |

**RESPONDENT DETAILS:**

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*Recruiter please complete:*

|  |  |
| --- | --- |
| **Group number** |  |
| **Session date** |  |
| **Session time** |  |
| **Venue** |  |

**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 to understand the needs of their customers in relation to communications. The feedback you provide will be used to help improve the service they provide to customers*

*We are looking for people to take part in an online focus group discussion that will last 2 hours. You would be joined by seven or eight other people and be asked to share your views and opinions with the group.*

*As a ‘thank you’ for taking part we would like to offer you £50. [PAYMENT METHOD TBC].*

*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 -* 0800 975 9596)

**Quotas overview**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Focus Group*** | ***Quota***  ***SEG*** | ***Quota***  ***Age*** | ***Additional quota*** | ***Date*** | ***Time*** | ***Moderator*** |
| 1 | *ABC1* | *25-45* | *Mix of metered/un* | 30th Jun | 6pm |  |
| 2 | *C2DE* | *46+* | *Mix of metered/un* | 5th Jul | 6pm |  |
| 3 | *C2D£* | *25-45* | *Mix of metered/un* | 5th Jul | 7.45pm |  |
| 4 | *ABC1* | *46+* | *Mix of metered/un* | 6th Jul | 6pm |  |
| 5 | *Future bill payers* | *18-30* | *Mix of metered/un* | 6th Jul | 7.45pm |  |
| 6 | *Contactors* | *18+* | *Mix of metered/un* | 7th Jul | 6pm |  |

Q1 Would you be interested in taking part in our research?

Yes \* CONTINUE   
No \* **CLOSE**

***CLASSIFICATION QUESTIONS***

**Q1a Are you a Yorkshire Water customer?**

Yes …………………………………………………………………………. \* CONTINUE

No ………………………………………………………………………….… \* THANK AND CLOSE

**Q1b Are you the sole or joint water bill payer in your household?**

Yes …………………………………………………………………………. \* CONTINUE

No ………………………………………………………………………….… \* QUOTAS

**Recruiter notes:**

If no check age (Q3) and if 30 or under recruit as future bill payer. If yes, continue

**Q1c Do you have a water meter?**

Yes …………………………………………………………………………. \* CONTINUE

No ………………………………………………………………………….… \* CONTINUE

Don’t know ……………………………………………………………. \* CONTINUE

**Q1d Are you an employee of Yorkshire Water, or does anyone in your household work for Yorkshire Water?**

Yes …………………………………………………………………………. \* THANK AND CLOSE

No ………………………………………………………………………….… \* CONTINUE

**Recruiter notes:**

No Yorkshire Water employees or member of household employees to be recruited to any of the groups

**Q2 Gender of respondent?**(Do not read out)

Female …………………………………………………………………………. \* RECRUIT A MIX

Male ………………………………………………………………………….… \* RECRUIT A MIX

**Recruiter notes:**

50/50 SPLIT BY GENDER

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

**Q3 Could you please tell me, what was your age on your last birthday?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (please write in)

**Recruiter notes:**

Group 1 & 3: All respondents 25-45

Group 2 & 4: All respondents 45+

Group 5: All respondents under 30

Group 6: All respondents 18+

**Q4 Which of the following types of company (if any) have you contacted in the past two years, for any reason?**

Electricity company ………………………………………………………………….. \* Continue

Gas company ……………………………………………………………………………. \* Continue

Water company ………………………………………………………………………… \* Quotas

Phone/mobile/broadband company ………………………………………… \* Continue

None of these ………………………………………………………………………….… \* Quotas

**Recruiter notes:**

Group 6: all respondents to have contacted Yorkshire Water in the last two years

Groups 1-4: max 2 per group who have not contacted any company in the last two years

IF CONTACTED YORKSHIRE WATER IN THE LAST TWO YEARS (CONTACTORS GROUP)

Q4a What did you contact Yorkshire Water about?

A query about a bill……………………………………………………………….. \* Continue

To report a leak ……………………………………………………………………………. \* Continue

To report a sewer blockage / sewer issue…………………………………… \* Continue

To notify them about a change of address………………………………… \* Continue

To make a complaint…………………………………………………………………….… \* Quotas

Something else…………………………………………………………………….… \* Quotas

**Recruiter notes:**

Max 2 who have made a complaint. Max 2 who contacted about something else

Q5 Could you please tell me YOUR OCCUPATION / OCCUPATION OF THE CHIEF WAGE EARNER IN HOUSEHOLD

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Can I ask what qualifications/apprenticeships/degree (if police or forces probe for rank or grade) **you / the chief wage earner** holds (PLEASE SPECIFY IN FULL):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many staff **you / the chief wage earner** responsible for:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Recruiter please complete SEG based on the information gleaned above:**

|  |  |  |
| --- | --- | --- |
| **SEG Grade** | **Job description** | **Quota** |
| **A** | Very senior managerial positions (large organisations) and professional occupations | CONTINUE |
| **B** | Senior managerial; business owners. Middle management in large organisations | CONTINUE |
| **C1** | Small employers; junior management and other non-manual occupations | CONTINUE |
| **C2** | Skilled manual workers e.g. served apprenticeships, special qualifications or certificates | CONTINUE |
| **D** | Semi-skilled and unskilled workers | CONTINUE |
| **E** | Casual workers; unemployed and otherwise not working | CONTINUE |

**Recruiter notes:**

Group 1 & 4: All respondents must code between ABC1

Group 2 & 3: All respondents must code between C2DE

Group 5 & 6: Mix per group

***SUITABILITY QUESTIONS***

Q6 Do you, or does anyone in your family, work in any of the following areas or organisations or have done so in the past?

**Read out. CODE ALL THAT APPLY close if ANY coded**

Advertising \* THANK&CLOSE

Journalism \* THANK&CLOSE

Marketing/PR \* THANK&CLOSE

Market Research \* THANK&CLOSE

None of the above \* CONTINUE

Q7 Have you ever taken part in a market research focus group before?

**(Code one option only)**

Yes \* GO TO Q9

No \* CONTINUE

ASK ALL THOSE WHO CODED YES AT Q8

Q8 When was the last time you took part in a market research focus group such as this?

**(Code one option only)**

Within the last six months \* CLOSE

Over six months ago \* GO TO Q9

ASK ALL THOSE WHO CODED ‘OVER SIX MONTHS AGO’ AT Q8

**Q9 What topic was discussed in the market research focus group you took part in?**

**Probe for answer. Close if respondent has taken part in research on a similar subject**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Recruiter notes:**

No more than two respondents per group to have taken part in any kind of market research in the past. This must have been more than six months ago and not on a similar subject

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

Q10 The session you are being invited to will be VIDEO recorded for analysis purposes, this audio will not be passed on to the client or any third party. Are you happy to take part in the research on this basis?

Yes \* CONTINUE

No………………………………………………………………………………………………………………………… \* THANK&CLOSE

Q11 The session you are being invited to may be observed by one or more clients, they will simply observe the group and take a few notes. Are you happy to take part in the research on this basis?

Yes \* CONTINUE

No………………………………………………………………………………………………………………………… \* THANK&CLOSE

**PLEASE THANK & RECRUIT RESPONDENT**

|  |
| --- |
| * **Please ensure each respondent is provided with a confirmation letter/email (with date, time and venue address and directions/map)** * **Please ensure each respondent is provided with a ‘mystery shopping’ scenario and a customer services diary document** * **Please provide the office with written confirmation of the respondent details AT LEAST TWO DAYS BEFORE THE DATE OF THE GROUPS using the template provided (please provide full details for each question rather than coded answers)** |