**Yorkshire Water – Covid Impact Research**

**Non-Household Vulnerable Depths – Recruitment Criteria**

General Criteria for ***all*** interviews:

* Recruit **10 x vulnerable non-household** customers
* Up to one hour per interview conducted on Zoom or over the telephone
* All must be owners or senior decision makers within the business
* All businesses to have been **significantly negatively affected by the pandemic**

Additional criteria (all covered in the recruitment script):

* Mix of business sizes (micro/small - 1 to 49 employees; medium - 50 to 249 employees; and large - 250 employees or more)
* Mix of sectors
* Mix of locations in Yorkshire Water area
* Mix of businesses where water does and does not play a significant role in the production or delivery of the service and/or product provided e.g. food manufacturing, farming or use in customer services