***SKILL02-9116* – Non Household Business Customers**

**Workshop Recruitment Questionnaire**

Good morning/afternoon/evening I am working on behalf of Qa Research and we are recruiting for a discussion group. We are looking for people to take part in research on behalf of Yorkshire Water.

The research is exploring people’s understanding of what the water company does, how they can more clearly explain and communicate different aspects of what they do and what aspects are considered to be the most important.

Could you spare a few minutes to answer a few questions?

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

Yes ❑ No ❑ *if yes, thank & close*

2. **Is your business premise located within the Yorkshire Water area? (use map if needed)**

Yes ❑ No ❑ *if no, thank & close*

3. **Which best describes your role and responsibilities within your business?**

Owner / CEO / Managing Director ❑

Senior Management ❑

Middle management ❑ *if yes, thank & close*

Employee ❑ *if yes, thank & close*

4. **How many staff do you employee?**

None – sole trader ❑

1-10 ❑

11-50 ❑

51-249 ❑

250+ ❑

*Recruit a mix of size based on number of employees*

*Maximum of 2 sole traders in each group*

*Group Four (City & Town based) at least two businesses with more than 250+ employees*

*See criteria for each group*

4a. *Only ask sole traders* **Do you work from home or is your business premise based elsewhere?**

Work from home – no other business premise ❑ *if yes, thank & close*

Have separate business premise from my home ❑

5. **How would you describe the location of your business premise?**

City ❑

Large town ❑

Small town ❑

Rural (e.g. small village, hamlet, countryside or coastal) ❑

*Group 4 to all have business premise in a city or large town*

*Group 5 to all have business premise in a small town or rural locations*

6 **Where within the Yorkshire Water region is your business based?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *recruit a mix of geographic locations*

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

Retailers ❑

Financial or legal services ❑

Transportation ❑

Farming, agriculture, fishing and forestry ❑

Manufacturing, construction and production ❑

Entertainment, heritage, attractions ❑

Health care ❑

Food production ❑

Other (please specify) ❑

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*recruit a mix of different types of business*

**Technical questions**

8. **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 ❑

No ❑ *if no, thank & close*

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

9. **Do you have access to a good broadband connection at home?**

Yes ❑

Sometimes ❑ *if sometimes, thank & close*

No ❑ *if no, thank & close*

10. **How confident are you in participating in a group discussions with 5-6 other people via an online video call on Zoom?**

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

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

I can manage / relatively confident ❑

Quite comfortable / confident ❑

Very comfortable / confident ❑

We will be holding an online workshop discussion group lasting up to 3 hours with **5-7** people on Tuesday 9th August [GROUP 4] / Wednesday 10th August [GROUP 5] – starting at 6:30pm and lasting up to 3 hours (there will be a comfort break in the middle), to which you are invited to attend. As a thank you, you will be given **£100** for taking part.

The purpose of the discussion is to discuss and help Yorkshire Water understand business customers priorities and how best to clearly communicate information to customers.

11. **Would you like to attend?** Yes ❑ No❑ *If ‘No’ Thank and Close*

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

12. **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 ❑ No❑

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

13. **Personal details**

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

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

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

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

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