# WReN Recruitment Screener May 2021

## RECRUITMENT SCREENER ONLINE WORKSHOP 4

## NON HOUSEHOLD CUSTOMERS; NON WATER DEPENDENT

**Good morning / afternoon / evening my name is ……….… and I am from the independent market research agency, Turquoise Thinking Limited.**

**We are conducting some research for Northumbrian Water who are responsible for your water services and wondered whether you would be willing to take part as a business customer and represent the views of other business customers in the local area.**

**The research will take the form of two online focus group discussions (6 to 8 people having an informal discussion), each group will happen one week apart.**

**Each group will take approximately 75 to 90 minutes and we are offering an incentive of £90 for your time and attendance of both groups.**

**You will also receive an extra £10 for taking part in a short, pre-group online exercise, taking no more than 5 to 10 minutes and a post group short survey taking no more than 5 minutes. The whole incentive is paid after attendance of both groups and completion of all exercises.**

**Would you be willing to attend the two groups?**

Yes [ ] CONTINUE

No [ ] CLOSE

**The groups will comprise of two online sessions as below…**

**Session 1 – Tuesday 8th June at 20:15 (NW)**

**Session 2 – Tuesday 15th June at 20:15 (NW)**

Name: ……………………………………………………. Gender: M [ ] F [ ]

**(IDEALLY RECRUIT 4 OF EACH GENDER– NO COUPLES OR FRIENDS TO ATTEND, ONLY ONE PERSON FROM EACH BUSINESS)**

Business Name: …………………………………………

……………………………………………………………..

……………………………………………………………..

Postcode: …………………………………………………

Daytime telephone: …………………………… Evening telephone: …………………….

A) Do you or any of your close friends or family work in any of the following occupations?

Marketing Market Research Publishing

Advertising PR Journalism

The utilities (gas, electricity, telephone, water)

**IF YES TO ANY, CLOSE INTERVIEW & DO NOT RECRUIT**

B) Have you attended a discussion (focus) group for the purpose of market research in the last 6 months?

Yes [ ] **CLOSE INTERVIEW & DO NOT RECRUIT**

No [ ] **CONTINUE**

**C) With regards to dealing with the business bills e.g. business rates, gas, electricity, water and sewerage are you…**

Solely responsible [ ] **CONTINUE**

Jointly responsible [ ] **CONTINUE**

Have no responsibility [ ] **CLOSE INTERVIEW & DO NOT RECRUIT**

**ONLY CONTINUE IF INDIVIDUAL IS SOLELY OR JOINTLY RESPONSIBLE FOR DEALING WITH THE BUSINESS BILLS.**

**D) Could we confirm that Northumbrian Water is the supplier of water to your business?**

Yes [ ] **CONTINUE**

No [ ] **CLOSE INTERVIEW & DO NOT RECRUIT**

**E) May I ask your job title?**

Manager [ ] Owner [ ]

Proprietor [ ] Finance manager [ ]

Procurement manager [ ]

Other............................. [ ] à see note\*

***(\*Recruiter: ensure respondent is responsible for dealing with utilities for the business)***

1. **Is the area where you operate your business…?**

Urban [ ] Continue

Urban/rural mix [ ] Continue

Rural [ ] Continue

Coastal [ ] Continue

PLEASE RECRUIT A MIX

1. **How many employees in total, including yourself, do you have in your business?**

1 Employee (sole proprietor) micro [ ] à **Close, do not recruit**

2 to 4 employees (micro) [ ] à See quota

2 - 10 employees (micro) [ ] à See quota

11 – 50 employees (small) [ ] à See quota

51 – 250 employees (medium) [ ] à See quota

More than 250 employees (large) [ ] à **CLOSE INTERVIEW & DO NOT RECRUIT**

*Recruiter: Write in actual number of employees ...................*

***(IDEAL QUOTA: 3 micro, 3 small companies, 2 medium - in some areas it may not be possible to achieve this split)***

1. **Does your business operate out of a specific business premises (e.g. office, shop, factory unit, hotel, etc) or, do you operate your business from a domestic residence, which is also your home?**

[ ] Business Premises à continue

[ ] Domestic Residence **à CLOSE (Will accept a flat above a shop).**

1. **Which of the following statements is most true for you in relation to the water supply delivered to your business by Yorkshire Water / Northumbrian Water?**

A [ ] Water is a vital element in the production process for our product e.g. Food Processing, Brewery, Engineering or is a vital element in the running of the business e.g. Farming **CLOSE INTERVIEW & DO NOT RECRUIT**

B [ ] Water is a high cost element of the service we provide as a business e.g. Hotel **CLOSE INTERVIEW & DO NOT RECRUIT**

C [ ] We really only use water for drinking, washing hands and washing up at work **SEE QUOTA**

**PLEASE RECRUIT TYPE C ONLY**

1. **Do you have good access to the internet to attend this focus group in the evening whether that be you prefer to attend from your home or your work premises?**

Yes [ ] Go to K. We need all in the group to have access to the internet

No [ ] **CLOSE & DO NOT RECRUIT**

1. **Do you have a reasonable size Tablet, Laptop or PC that has speakers and a microphone in order to participate in the online group? Tick all that apply**

Yes No

Tablet

Laptop

PC

**If no to all, Close**

1. **Do you have Microsoft Teams installed on your tablet/Laptop/PC? Do not worry if you don’t, we will send a link for you to download it for free.**

Yes

No

1. **What is your email address?**

**Get email address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please read back and confirm the email address**

### **IF RESPONDENT MEETS ALL CRITERIA, INVITE TO GROUP AND HAND OUT PRE-GROUP TASK AND INVITE**