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**Recruitment screener**

|  |  |
| --- | --- |
| **Client name:** | Yorkshire Water |
| **Project name:** | Acceptability and Affordability research |
| **Job number:** | 8941 |
| **Methodology:** | Cognitive pilots - online depths |
| **Sample size:** | 7 |
| **Fieldwork dates:** |  |
| **Recruitment approach:** | Telephone using in-house recruitment team |
| **Version** | 2 |

**Sample overview**

**Quotas overview**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Interview type* | ***Quota***  ***SEG*** | ***Quota***  ***Age*** | ***Quota***  ***Gender*** | ***Company size*** | ***Quota***  ***Metered*** | ***Incentive*** |
| **Current household bill payers (x5)** | Aim for mix (Max.2 in any SEG) | Aim for mix  (Max.2 in any age group bracket | Mix | n/a | Metered:  min 2.  Unmetered: min 2. | **£75** |
| **Future bill payers (x2)** | n/a | All 16-30 | Mix | n/a | Mix | **£75** |

**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, which is the water and wastewater provider for the Yorkshire region, to conduct research into their future plans for the service they provide including pricing and investment.*

*We are looking for people to take part in a research interview that will last around 90 minutes. The discussion will take place over Teams or Zoom call. Ahead of the discussion we will send you some information to read which will take 15-20 minutes.*

*As a ‘thank you’ for taking part in the discussion we will give you INSERT INCENTIVE BASED ON GRID ABOVE. This will be paid by bank transfer.*

*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 - 0500 396 999)*

**Base: All respondents**

Would you be interested in taking part in our research?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No | SCREEN OUT |

*RECRUITER NOTES:*

*Respondents must speak English*

**CLASSIFICATION QUESTIONS**

**INFO1.**

**Base: All respondents**

Thank you!

We now have a few questions about you and your current circumstances to ensure we include a range of different people in our project. Your answers and individual details will not be shared with our client or any other 3rd party.

INFO PAGE

**Q02.**

**Base: All respondents**

When it comes to water bills for your household, which of the following best represents your current situation?

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | I am the sole or joint bill payer | CONTINUE AS ‘CURRENT BILL PAYER’ |
| 2 | My water bill is included in my rent payments, and I don’t live in university accommodation | CONTINUE AS ‘CURRENT BILL PAYER’ |
| 3 | My water bill is included in my rent payments, and I live in university accommodation | CONTINUE AS POSSIBLE ‘FUTURE BILL PAYER’ |
| 4 | I am not responsible for paying the water bill for my household | CONTINUE AS POSSIBLE ‘FUTURE BILL PAYER’ |

*RECRUITER NOTES:*

***Bill Payer:*** *Responsible for paying their water bill. If their water bill is included in their rent then it is still okay to include them as a bill payer as long as they are responsible for paying the rent and get sight of and therefore engage with their bills*

***Future Bill Payer:*** *A Future Bill Payer is someone between 18 and 29 who does not pay their water bill directly either because they are living at home with parents or other family or at university where their water bill is included in the rental agreement.*

*Recruiter: stress that they will need to have some awareness of their bill if they code 1 or 2.*

**Q03.**

**Base: All respondents**

Which region of Yorkshire do you live in?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | North Yorkshire |  |
| 2 | West Yorkshire |  |
| 3 | South Yorkshire |  |
| 4 | East Riding |  |
| 86 | Prefer not to say | THANK & CLOSE |

*RECRUITER NOTES:*

*Recruit mix*

**Q04.**

**Base: All respondents**

How would you describe your gender?

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Male |  |
| 2 | Female |  |
| 3 | I identify in another way |  |

*RECRUITER NOTES:*

*Recruit a mix*

**INFO 2:**

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

**Q05.**

**Base: All respondents**

Which of the following age groups do you fall into?

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Response number** | **Code** | **Scripting notes** | **Routing** |
| 1 | 16-19 |  | Future bill payers |
| 2 | 20-24 |  | Continue |
| 3 | 25-29 |  | Continue |
| 4 | 30-34 |  | Screen out |
| 5 | 35-39 |  | Screen out |
| 6 | 40-49 |  | Screen out |
| 7 | 50-59 |  | Screen out |
| 8 | 60+ |  | Screen out |
| 87 | Prefer not to say |  | Screen out |

*RECRUITER NOTES:*

*For ‘future bill payers’ please screen out if aged under 16 or over 29*

**Q06.**

**Base: All respondents**

Which of the following apply to you? Please select all that apply

MULTI RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Working full-time  (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement) |  |  |
| 2 | Working part-time  (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement) |  |  |
| 3 | Due to start a job in the next month |  |  |
| 4 | Engaged in full-time further study, training or research |  |  |
| 5 | Engaged in part-time further study, training or research |  |  |
| 6 | Taking time out in order to travel |  |  |
| 7 | Unemployed (and looking for work) |  |  |
| 8 | Looking after home or family |  |  |
| 9 | Something else (please specify) | OPEN |  |
| 87 | None of the above | EXCLUSIVE |  |

**Q07.**

**Base: All respondents**

Has your employment status changed in the last year?

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No |  |

**Q08.**

**Base: All respondents**

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

**Q10.**

**Base: All respondents**

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):

INSERT RESPONSE

**Q9.**

**Base: All respondents**

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

INSERT RESPONSE

*RECRUITER NOTES:*

*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 |

*Recruit mix at least 1 in each category and max 2. in ABs, C1C2s or DEs*

**Q10.**

**Base: All respondents**

Including yourself, how many people live in your household?

*SINGLE RESPONSE*

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | 1 - I live on my own | Q11c |
| 2 | 2 | Q11b |
| 3 | 3 | Q11b |
| 4 | 4+ | Q11b |

**Q11B.**

**Base: All household respondents who live with others**

How many children under the age of 18 live in your household?

INSERT NUMERIC RESPONSE

*RECRUITER NOTES:*

*If respondents answer 0 GO TO 11C*

**Q11C.**

**Base: All household respondents living alone or without children**

Do you have any children over the age of 18 either at home or who have now moved out of your household?

*SINGLE RESPONSE*

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes – living at home |  |
| 2 | Yes – moved out |  |
| 3 | No |  |

**Q12.**

**Base: All respondents**

How would you describe your ethnic background?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Asian / British Asian |  |
| 2 | Black / African/ Caribbean / Black British |  |
| 3 | Mixed / Multiple ethnic group |  |
| 4 | White British / White European |  |
| 5 | Other White background |  |
| 6 | Other ethnic background |  |
| 86 | Prefer not to say |  |

**Q13.**

**Base: All respondents**

Do you have a long-term illness, health problem or disability that limits your daily activities or the work you can do?

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes (self) |  |  |
| 2 | Yes (other) |  |  |
| 3 | No | EXCLUSIVE |  |
| 4 | Don’t know / prefer not to say | EXCLUSIVE |  |

*RECRUITER NOTES:*

**Q14.**

**All respondents**

When it comes to paying household bills, such as the water bill, which of the following best describes you/your household at the moment?

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** |  | **Scripting notes** | **Routing** |
| 1 | Keeping up with household bills without any difficulties |  | **‘Making ends meet’** |
| 2 | Keeping up with all household bills but it is a struggle from time to time |  | **‘Struggling’** |
| 3 | Keeping up with all household bills but it is a constant struggle |  | **‘Struggling’** |
| 4 | Falling behind with some household bills |  | **‘In arrears’** |
| 5 | Having real financial problems and have fallen behind with many bills |  | **‘In arrears’** |

*RECRUITER NOTES:*

**Q15.**

**All respondents**

Approximately, what is your total household income?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Under £21,000 |  |
| 2 | £21,000-£40,000 |  |
| 3 | £40,000-£60,000 |  |
| 4 | Over £60,000 |  |
| 86 | Prefer not to say |  |

*RECRUITER NOTES:*

*If age is 70 or more, disability is ‘yes’, finances is labelled ‘vulnerable’ (codes 3-5), income is under £21,000, please mark the respondent as ‘vulnerable’.*

**Q16.**

**Base: All respondents**

Do you have a water meter at home?

SINGLE RESPONSE,

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No |  |
| 80 | Don’t know |  |

*RECRUITER NOTES:*

*Min.2 for each in households, mix for NHH*

**Q17.**

**Base: All respondents**

Have you experienced or noticed any of the following situations at your home?

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes, within the last year |  |  |
| 2 | Yes, 1-3 years ago |  |  |
| 3 | Yes, more than 3 years ago |  |  |
| 4 | Never |  |  |
| 85 | I’m not sure |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement list** | **Scripting notes** | **Routing** |
| 1 | Discoloured water |  |  |
| 2 | Poor water taste or odour |  |  |
| 3 | Sewer flooding inside your property |  |  |
| 4 | Sewer flooding outside but within your property boundary |  |  |
| 5 | Low water pressure |  |  |
| 6 | Restriction on how you can use water e.g. a hosepipe ban |  |  |
| 7 | An instruction to boil your drinking water |  |  |
| 8 | Interruptions to your water supply |  |  |
| 9 | Inconvenienced by limescale |  |  |
| 10 | A water leak e.g. in the road or on your property |  |  |

**SUITABILITY QUESTIONS**

**S01.**

**Base: All respondents**

Do you or your close family work in any of the following occupations? Please tick all that apply.

MULTI CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Journalism |  | SCREENOUT |
| 2 | Advertising |  | SCREENOUT |
| 3 | Market Research |  | SCREENOUT |
| 4 | Public Relations |  | SCREENOUT |
| 5 | Water and wastewater industry |  | SCREENOUT |
| 87 | None of the above |  | CONTINUE |

*RECRUITER NOTES:*

*Thank & close if working in any of the above professions.*

**S02.**

**Base: All respondents**

When was the last time you took part in a market research project in the water sector?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Less than six months ago |  | SCREEN OUT |
| 2 | More than six months ago |  |  |

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

**S03.**

**Base: All respondents**

The session you are being invited to will be audio/video recorded for analysis purposes, this audio will not be passed on to the client or any third party.

We may also take photographs of the day that may be shared with our client and third parties, such as the industry regulator.

Are you happy to take part in the research on this basis?

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Routing** |
| 1 | Yes |  |
| 2 | No | SCREEN OUT |

**S04.**

**Base: All respondents**

Thank you for answering our questions. We are pleased to say you meet all the criteria for our research study. Ahead of the interview, we’d like to send you some information from Yorkshire Water to browse through and have a think about. Don’t worry if you don’t understand or remember it all as we’ll be running through it during the interview. Please try and have a look however, as we’ll be contacting you ahead of the session to ask just one question about your thoughts on it.

**IF YOU NEED TO SCREEN OUT (AT END OF SCREENER).**

Thank you for your interest in our research project.

Unfortunately, on this occasion you either do not meet the criteria we are looking for, or we already have sufficient numbers of people in your demographic taking part. We hope to see you on another research project soon!

Recruiter notes - following recruitment:

* *Please ensure each respondent is provided with a confirmation email with research session details*
* *Please update the respondent profile grid AT LEAST TWO DAYS BEFORE THE FIELDWORK DATE.*
* ***Please provide full details for all screening questions in the profile sheet (rather than coded answers that cannot be read without referring back to the screener****)*
* ***PLEASE ASK THE FOLLOWING QUESTION WHEN MAKING THE REMINDER PHONE CALL***

**Pre-task question**

**QPT**

**Base: All current bill payers only**

Your current water and sewerage services bill is x (x = current years bill amount pulled through from water company sample). How easy or difficult is it for you to afford to pay your current water and sewerage bill? Please answer one only.

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Very easy |  |  |
| 2 | Fairly easy |  |  |
| 3 | Neither easy nor difficult |  |  |
| 4 | Fairly difficult |  |  |
| 5 | Very difficult |  |  |