**Yorkshire Water – Covid-19 Research: Household Focus Groups – Recruitment Criteria**

General Criteria for ***all*** groups:

* 6 x in-person focus groups in total
* Each to be 90 minutes long
* Recruit 8 participants per focus group
* All not to have been significantly affected by health or finance related factors as a result of the pandemic, but to have experienced some change in other ways (positive or negative) such as increasing use of digital channels and formats, working from home, travel habits
* Majority to be YW bill payers
* Minority of future bill payers to be included
* Mix of male / female
* Mix of ethnicity
* Mix of metered and unmetered households

Specific criteria for each focus group:

**Group One – Bradford (6:15pm – 7:45pm) - Thursday 12th May**

* All pre-family lifestage (including 1 or 2 future bill payers)
* All aged 18-30
* All ABC1

**Group Two – Bradford (8:00pm – 9:30pm) - Thursday 12th May**

* All family lifestage, with at least one child aged 0-16 living at home
* All C2DE

**Group Three – Whitby (6:15pm – 7:45pm) - Tuesday 17th May**

* All family lifestage, with at least one child aged 0-16 living at home
* All ABC1

**Group Four – Whitby (8:00pm – 9:30pm) - Tuesday 17th May**

* All post-family lifestage, aged 55+ and have no children under 16 at home
* All aged 55+
* All C2DE

**Group Five – York (6:15pm – 7:45pm) - Thursday 19th May**

* All post-family lifestage, aged 55+ and have no children under 16 at home
* All aged 55+
* All ABC1

**Group Six – York (8:00pm – 9:30pm) - Thursday 19h May**

* All pre-family lifestage (including 1 or 2 future bill payers)
* All aged 18-30
* All C2DE