# WReN Recruitment Screener May 2021

## RECRUITMENT SCREENER ONLINE WORKSHOP 3

## HOUSEHOLD CUSTOMERS; FAMILY

**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 domestic customer and represent the views of other domestic 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 £70 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 18:30 (NW)**

**Session 2 – Tuesday 15th June at 18:30 (NW)**

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

**(RECRUIT 4 OF EACH GENDER– NO COUPLES OR FRIENDS TO ATTEND)**

Address: ………………………………………………….

……………………………………………………………..

……………………………………………………………..

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) In terms of dealing with your water/waste water provider in your household, can you tell me your role?** **(Note: ‘dealing with’ means paying bills and sorting out any problems that might arise)**

I am solely responsible [ ] **CONTINUE**

 I am jointly responsible [ ] **CONTINUE**

 I am not responsible [ ] **CLOSE INTERVIEW & DO NOT RECRUIT**

**D) Is the area where you live…?**

Urban [ ] Continue

 Urban/rural mix [ ] Continue

 Rural [ ] Continue

Coastal[ ] Continue

PLEASE RECRUIT A MIX

**E) Which of the following age brackets do you fall into?**

18-24 [ ] **Close, Do not recruit**

25-29 [ ] **Close, Do not recruit**

30-34 [ ] Continue

35-40 [ ] Continue

41-44 [ ] Continue

45-54 [ ] **Close, Do not recruit**

55-64 [ ] **Close, Do not recruit**

65+ [ ] **Close, Do not recruit**

F) Do you have children?

 Yes [ ] Continue

 No [ ] Close, Do not recruit

G) What is the occupation of the Chief Income Earner? (Please answer as fully as possible; e.g. if in the Armed Forces please state rank; or if a Manager please state number of subordinates, etc.).

………………………………………………………………………………………………

 **Social Grade:**

 A **[ ]** Continue

 B **[ ]** Continue

C1 **[ ]** Continue

 C2 [ ] Continue

D [ ] Continue

 E [ ] **Close, Do not recruit**

**PLEASE RECRUIT A MIX OF AB, C1, C2 and D**

**H) Do you have good access to the internet at home?**

 Yes [ ] Go to I. 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

**K) What is your email address?**

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

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

## Is your water supply…?

Metered [ ] **à CONTINUE**

Not metered [ ] **à CONTINUE**

Don’t know [ ] **à CONTINUE**

IDEALLY PLEASE RECRUIT TWO OR THREE METERED IF POSSIBLE

1. How many people live in your household?

 1 [ ] Continue

 2 [ ] Continue

 3 [ ] Continue

 4+ [ ] Continue

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