***SKILL02-9072* – Household Customer Focus Group Recruitment Questionnaire**

Good morning/afternoon/evening I am working on behalf of Qa Research and we are looking for people to take part in some research on behalf of Yorkshire Water. The research will help to understand the wider impact of Covid-19 on the people of Yorkshire and how this might have altered views, expectations from life and the companies they deal with, as well as their long-term outlook.

The research will take the form of a focus group. It will last for 90 minutes and as a thank you for your time, you would be given £50 which would be transferred by BACS into your bank account after the group has taken place.

Just to reassure you the recruitment will be carried out according to the Market Research Society’s Code of Conduct. Your answers will be treated in confidence and the findings of the research will be reported anonymously. Could you spare a few minutes to answer a few questions?

**SCREENERS / QUOTAS**

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

Yes q No q *If yes, thank & close*

**2.** **Do you pay your water bill to Yorkshire Water?**

***NB******if rent and water bill included in rent then still ok to include as bill payer if they are responsible for paying the rent***

Yes q No, pay water bill to another water company *If no, thank & close* q

No, I live with parents in the family home but the household water bill is paid to Yorkshire Water q

**3.** **Which of the following applied to you in March 2020 i.e. before the Covid-19 pandemic? PLEASE TICK ALL THAT APPLY**

1. I was disabled *Vulnerable customer – thank & close* q
2. I had a long-term physical or mental health condition *Vulnerable customer – thank & close* q
3. I was aged 75 or older *Vulnerable customer – thank & close* q
4. I was wholly dependent on state benefits for my income *Vulnerable customer – thank & close* q
5. I struggled to pay utility bills such as the water bill *Vulnerable customer – thank & close* q
6. I was on Universal Credit and or Income support *Vulnerable customer – thank & close* q
7. I regularly had to use a food bank *Vulnerable customer – thank & close* q
8. None of these applied to me

*If vulnerable consider for in-depth interviews*

4.

Please could you tell me briefly in what ways you have been impacted by the Covid-19 pandemic?

Recruiter prompt using the following categories if necessary

1. Not impacted at all by the Covid-19 pandemic

q *Thank & close*

1. Negative impact – Health (to yourself, or close family and/or friend. includes, long covid, delays to getting helped for another health condition due to the pandemic, severe mental health problems as a result of the pandemic, family/friend died from Covid-19)

q *Negative impact customer – thank and close*

1. Negative impact - Finance (incl. Loss of job, reduction in income)

q *Negative impact customer – thank and close*

1. Positive impact – Financial (e.g. saved money from not going out much)

q *Go to Q5*

1. Positive impact – Health (physical/mental) (e.g. not eating/drinking as much, taken up meditation*)*

q *Go to Q5*

1. Positive or Negative impact – Nature/Environmental (e.g. go out walking more, more conscious of the environment and sustainability)

q *Go to Q5*

1. Positive or Negative impact - Lifestyle change (e.g. doing more gardening, eating more because of working at home, not exercising enough, more time with family, childcare challenges)

q *Go to Q5*

1. Positive or Negative impact - Change in work (e.g. changed jobs, working more from home, more use of digital technology)

q *Go to Q5*

1. Positive or Negative impact - Other

q *Go to Q5*

Note to recruiter – if any of d-i ticked AND any of b-c ticked – *Thank and close* (consider for depths)

**5.** **Which best describes you?**

I am aged 18-30 years and have no children *Pre-family lifestage – Group 1* q

I am a parent/guardian with children aged 0-16 living at home *Family lifestage – Group 2* q

I am aged 55-75 and have no children under 16 living with me at home *Thank & close*  q

None of the above *Thank & close* q

***GROUP 1****: Pre-family = aged 18-30 years and have no children at home (include 1 or 2 future bill payers from Q2)*

***GROUP 2****: Family = have at least one child aged 0-16 living at home*

**6.** **Could you tell me the occupation of the chief wage earner in your household? (If retired what was your / their occupation before retirement)**

……………………………………………………………………………………………………………………

(CODE) A B C1 C2 D E

***GROUP 1 must be ABC1*** q

***GROUP 2 must be C2DE*** q

**7. Gender:** *recruit a mix*

Male q Female q

**8. Ethnicity:** *Recruit a mix*

White – English, Welsh, Scottish, Northern Irish, British, Irish, other q

Black or Black British (inc. Caribbean, African, Black other) q

Asian or Asian British (inc. Indian, Pakistani, Asian other, Chinese) q

Mixed/multiple ethnic groups q

Arab q

Other ethnic background q

Prefer not to say q

**7.**  **Metered:** *recruit a mix*

Metered q Unmetered q

**9.** **Have you ever participated in a discussion group before?** Yes q No q

**9a.*****If yes* - How long ago did you participate in a discussion group?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ yrs. \**None to be less than 6 months*

We will be holding a focus group in Bradford lasting **90 minutes** with no more than **8** people on **Thursday 12th May 2022** to which you are invited to attend.

***IF FOCUS GROUP ONE***: We would like to invite you to take part in the group taking place at **6:15-7:45pm.** As a thank you, you will be given **£50** for taking part.

***IF FOCUS GROUP TWO***: We would like to invite you to take part in the group taking place at **8:00-9:30pm.** As a thank you, you will be given **£50** for taking part.

The purpose of the discussion is to discuss and help Yorkshire Water understand how Covid-19 has impacted on the people of Yorkshire and how this might have altered views and expectations from life.

We would also like you to do a task in preparation for the focus group. The details of this are currently being reviewed and will likely involve you thinking about events or issues triggering a significant change in your life during the pandemic. If you are able to, we would like you film yourself talking about these events, and share with us in advance. We will send you through details about the task when we send the confirmation email.

**I just need to let you know that the group would be video and audio recorded by the researcher.** **This is to make sure they can write accurate notes about the discussion. The recording is only used for analysis purposes by Qa Research and project partner Dr Nick Gadsby who will be assisting with data analysis.**

**10.** **Would you like to take part?** Yes q Noq *If ‘No’ Thank and Close*

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

**RECORDING AND ANALYSIS**

**11.** **The focus group will be video and audio recorded for analysis purposes and only seen or shared between Qa Research and Dr Nick Gadsby. Can you confirm you are happy for us to do this?**

Yes q Noq *If ‘No’ Thank and Close*

**12. After the focus group we would also like to record some ‘vox pops’ style videos in which respondents will sum up key issues faced and the main things they might want from Yorkshire Water going forward.** **We may also include some footage from the self-filmed video task if you are able to send one in.** **The final edited video would be shared with Yorkshire Water but would not be publicly available.**

**You can decide after the focus group if you would still like to be involved. But would you be happy at this stage to be involved?**

Yes q Noq

**CONTACT DETAILS**

**13.** **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 q Noq

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

**14. Personal details**

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

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

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

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

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

Thank you, we will now send you an acceptance letter/ email with full details of the group. We will also call to confirm your group.

**CONSENT**

Thank you for your time so far. I now need to complete a consent form with you...

*If needed* This is to comply with the GDPR (General Data Protection Regulation, which came into force on 25th May 2018) and the Data Protection Act

As I mentioned, the group will be recorded by the researcher. This is to make sure that they can write accurate notes about the group. The video / audio recording will only be viewed or heard by Qa and Dr Nick Gadsby. Any reports we write will be anonymous, so your name would not be used.

Qa will contact you by telephone prior to the group to check that you are still happy to attend and also to check my work, for quality control purposes.

Do you have any questions? *if needed* about the research or how the information collected from you today or in the group will be used?

***Standard consent***

I agree to give my contact details and information about myself today 

I agree to take part in the focus group, which will be audio / video recorded 

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Surname: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Recruiter name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**RECRUITER DECLARATION:**

*NB this is required to comply with data protection legislation*

I declare that I have carried out the interview in full with the person named above and according to the instruction set out.

Name of Recruiter (print) ­­­­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_