# WReN Recruitment Screener May 2021

## RECRUITMENT SCREENER ONLINE WORKSHOP 16

## HOUSEHOLD CUSTOMERS; CITIZENS

**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 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 – Monday 14th June at 20:15 (NW)**

**Session 2 – Monday 21st June at 20:15 (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) With regards the payment of the household bills e.g. gas, electricity, water and waste water are you…**

Solely responsible [ ] **CLOSE INTERVIEW & DO NOT RECRUIT**

Jointly responsible [ ] **CLOSE INTERVIEW & DO NOT RECRUIT**

Have no responsibility [ ] **CONTINUE**

**D) Can I confirm that you have no responsibility for individual bills such as electricity / water and that these are included in your rent / housekeeping money (if applicable) e.g. someone else is responsible for paying these bills and you have no say over them**

Yes that is correct [ ] **CONTINUE**

No I do have responsibility for individual bills [ ] **CLOSE INTERVIEW**

**E) Is the area where you live…?**

Urban [ ] Continue

Urban/rural mix [ ] Continue

Rural [ ] Continue

Coastal [ ] Continue

PLEASE RECRUIT A MIX

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

21-30 [ ] RECRUIT FOR GROUP 16

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

G) Do you have children?

Yes [ ] Close, Do not recruit

No [ ] Continue

H) 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**

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

Yes [ ] Go to J. 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**

**M) Which of the following words would a friend use to describe you? (Select all words that apply)**

**List One List Two**

Adventurous Sociable \*

Creative \* Imaginative \*

Lively Articulate \*

Quiet Shy

Intelligent \* Outgoing \*

Practical\* Spontaneous\*

RESPONDENT MUST CHOOSE **ARTICULATE**, AS WELL AS LEAST TWO OTHER STARRED WORDS, OTHERWISE CLOSE.

CLOSE IF CHOOSE EITHER **QUIET** OR **SHY**

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**