**Yorkshire Water – Covid-19 Research: Vulnerable Household Customers**

**In-depth Interviews – Recruitment Criteria**

General Criteria for ***all*** interviews:

* Recruit **20 x vulnerable household/covid impact (VHH)** customers
* Up to one hour per interview conducted on Zoom or over the telephone
* All YW bill payers
* Mix of male / female
* Mix of ethnicity
* Mix of locations in Yorkshire Water area
* Minimum of 6 on Zoom overall

Specific criteria for each set of interviews:

**Interviews 1-5**

* All to have been **significantly negatively affected** by health or finance related factors as a result of the pandemic
* All where biggest impact was **health** related

**Interviews 6-10**

* All to have been **significantly negatively affected** by health or finance related factors as a result of the pandemic
* All where biggest impact was **finance** related

**Interviews 11-20**

* All to have had some positive/negative or significant negative impacts (health or finance related) 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
* All to have already been a ‘vulnerable’ customer at the start of the pandemic (4 x 75+; 3 x very low income; 3 x long term physical or mental health issues)