# Recruitment specifications and screening questionnaire

## Specifications

|  |  |
| --- | --- |
| Project | *<Insert project name>* |
| Recruiter | *<Insert name of recruitment company procured to do your recruitment>* |
| Project facilitator | *<Insert name/s and contact details of project facilitators>* |
| Number of interviews | *< Insert the number of interviews to be scheduled—if recruiting more than one segment of participants, include the number required within each target group>* |
| Duration | *<Insert the duration of each interview>* |
| Date & times | *<Insert the interview dates (and times if you have specific time slots you prefer)>* |
| Location | *<Insert the venue at which the interviews will be taking place>* |
| Respondent details | *<Insert a description of the target groups you wish to recruit for your research. Include any demographics you wish to have a mix of (e.g. age/gender) and any specific requirements they should meet in order to qualify to participate>*  *<Example:*  *General Queensland population with a mix of:*   * *Age (18+)* * *Gender* * *Device usage* * *Employment status* * *Must have had an interaction with the Queensland Government in the past 12 months* * *Must access the internet at least a few times a month*   *At least one person must identify as ATSI, have a disability/mobility difficulty, speak a language other than English at home, and/or have a culturally diverse background>* |
| Incentive amount | *<Insert nature of incentive for participation in your research if applicable – if unsure, leave this blank and the recruiter can advise what may be suitable>* |
| Other requirements | <*Insert any additional requirements that need to be met—this could include possible exclusions, methods or forms of communication, etc. Some examples are provided>*   * Exclude those working or who have immediate family working in Market Research and *<insert any other relevant industries or business areas/titles>* *<Note: It is standard practice in market research to exclude those working in or who have immediately family in market research. Also consider excluding anyone working in your particular business area.>* * Ensure respondents have not participated in market research within the past 6 months. *<Note: This is a standard market research participation requirement, but may not apply if the nature of your research makes it difficult to recruit, or if you want participants to come back for additional sessions>* * Ensure that respondents are not told anything about the research, other than that they will be able to provide their thoughts and feedback on a *<insert website/app/service>.* * Ensure respondents are able to come to *<insert location/venue>* * *<Insert any other requirements>* |
| Additional instructions for recruiter | * Please send through the final respondent list 24 hours prior to the first scheduled interview * Remind respondents to bring reading glasses etc. if required. * Please distribute venue instructions to participants prior to their interview *<Note: It is recommended to send venue instructions to the recruitment agency to send onto* participants*>* * *<Insert any other necessary instructions for the recruiters>* |

## Screening questionnaire

*<In this section, insert the questions required to be asked of your participants to ensure the participants that are recruited meet the specifications you have outlined in the previous section.>*

*<Below are some examples of questions that may be relevant and how these can be formatted.>*

*<Bolded text is instructional text for the recruiter.>*

Q1. **Single response:** Have you attended a market research focus group discussion or interview in the past 6 months, or are you booked in to attend one in the near future?

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No |

**If response = 1, terminate.**

**If response = 2, continue.**

Q2. **Multiple response, randomise responses:** Are you or any of your immediate family employed in the following industries?

|  |  |
| --- | --- |
| 1 | <*Insert any industries you wish to exclude from your research – e.g. Queensland Government, web development, government marketing, communications*> |
| 2 | Market Research |
| 3 | Media (PR, Journalism, Radio etc.) |
| 4 | Road Freight Transport |
| 5 | Manufacturing |
| 6 | Finance and Insurance |
| 7 | Retail and Wholesale Trade |
| 8 | Accommodation, Cafes and Restaurants |
| 9 | Construction |
| 10 | None of the above |

**If response = 1–2, terminate.  
If response = 3–10, continue.**

Q3. **Single response:** Please indicate your gender.

|  |  |
| --- | --- |
| 1 | M (male) |
| 2 | F (female) |
| 3 | X (indeterminate/intersex/unspecified) |

**Ensure a mix across 1–3.**

Q4. **Single response:** What is your age category?

|  |  |
| --- | --- |
| 1 | Under 18 years |
| 2 | 18-24 years |
| 3 | 25-34 years |
| 4 | 35-44 years |
| 5 | 45-54 years |
| 6 | 55-64 years |
| 7 | 65+ years |

**If response = 1, terminate.**

**If response = 2–7, ensure mix.**

Q5. **Single response:** Which best describes your occupational status?

|  |  |
| --- | --- |
| 1 | Full time |
| 2 | Part time / Casual |
| 3 | Self-employed / Business owner |
| 4 | Home duties |
| 5 | Retired |
| 6 | Student |
| 7 | Unemployed |

**Ensure mix of responses 1­­–7.**

Q6. **Single response:** How often do you access the internet?

|  |  |
| --- | --- |
| 1 | I don’t use the internet |
| 2 | I use the internet less than this |
| 3 | I use the internet a few times a month |
| 4 | I use the internet a few times a week |
| 5 | I use the internet once a day or once every second day |
| 6 | I use the internet multiple times every day |

**If response = 1­–2, terminate.**

**If response = 3­–6, continue.**

Q7. **Single response:** How confident are you using a computer or surfing the internet?

|  |  |
| --- | --- |
| 1 | Highly proficient |
| 2 | Moderately comfortable |
| 3 | Not very comfortable |
| 4 | Not at all comfortable |

**Ensure mix of responses 1­­–4.**

Q8. **Single response:** And what device do you normally use to access the internet?

|  |  |
| --- | --- |
| 1 | Desktop computer |
| 2 | Laptop |
| 3 | Tablet |
| 4 | Mobile phone |

**Ensure mix of responses 1–4.**

Q9. **Multiple response:** Which of the following, if any, apply to you?

|  |  |
| --- | --- |
| 1 | I identify as an Aboriginal and/or Torres Strait Islander person |
| 2 | I am a person with a disability or have mobility difficulties |
| 3 | I speak a language other than English at home |
| 4 | I have a culturally diverse background |
| 5 | None of these |
| 6 | Prefer not to say |

**Aim for n=1 across responses 1–4.**

*<Note: Here are some additional questions that may be used if interviews are being conducted via video-conferencing>*

**Inform customer:** You are eligible to participate in this research. This research will be conducted via a video conferencing platform and will require you to share your computer screen with the moderator. As such, we just have a few more questions to in order to ensure you meet our requirements.

Q10. **Single response:** Do you have a stable internet connection at home or elsewhere that can be utilised to participate in this research?

|  |  |
| --- | --- |
| 1 | No |
| 2 | Yes |

**If response = 1, terminate.  
If response = 2, continue.**

Q11. **Single response per activity:** Do you have access, or are you willing to gain access, to one of the following video conferencing platforms?

1. <example Skype>
2. <example Microsoft Teams>
3. <example Zoom>

**Response scale:**

|  |  |
| --- | --- |
| 1 | Yes, have access |
| 2 | No, but willing to gain access |
| 3 | No and not willing to gain access |

**If response = 1–2, continue.**

**If response = 3 for 11a, 11b, and 11c, terminate.**

Q12. **Single response:** Do you consent to sharing your computer screen with the moderator for the purposes of this research?

|  |  |
| --- | --- |
| 1 | No |
| 2 | Yes |

**If response = 1, terminate.  
If response = 2, continue.**

**<END>**