

FieldWorks
The Butlers Wharf Building
36 Shad Thames
London SE1 2YE
Strictly Confidential



FIELDWORKS

MRS -
DIR - Gina Moore

**Understanding Quality of Life
Recruitment Questionnaire**

Respondent Name: _____

Respondent Address: _____

Post Code: _____

Telephone No: ____

Interviewers Declaration:

This interview was conducted by me with the respondent under the Code of Conduct laid down by the Market Research Society and according to the instructions I was given.

Date of Interview: _____ **Start time** _____ **Finish time:** _____

Interviewer Name: _____

Interviewer No.

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Signed off by: _____ (FieldWorks)

Signed off by: _____ (Client)

In all Groups

50% with children at home/50% no children at home

50% 'Converts'/50% 'Enquirers'

50% Male/50% Female

At least 1 student per group

Good morning/afternoon/evening. My name is from FieldWorks, an independent Market Research agency. We have been commissioned to gauge peoples attitudes and behaviours to a range of quality of life issues.

EXCLUSIONS CRITERIA:

SHOW CARD S1:

S1. Can you please tell me if you or any of your family or close friends work in any of these industries or are members of any of these organisations?

Col **Route**

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Public Utility: Electricity/Water/Gas	1	Close
Energy or environmental company or associated industry	2	Close
Member of Greenpeace/Friends of the Earth or similar	3	Close
Member of 'activist' animal rights organisation	4	Close
None of these	5	Con.

IDENTIFYING POSITIVE ATTITUDES:

SHOW CARD Q1:


Q1. I am going to read out a set of statements and I want you to consider the amount of importance that you attach to them in your every day life.

Please tick box(es):

	Very important	Fairly important	I never really think	Not important
1. The effect of what we buy on the environment and communities here and in the rest of the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The use of our natural resources and the limits on what we can continue to take out of the earth, e.g. coal, wood etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The use of cars and the effect this has on our everyday lives – noise, pollution, accidents etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. To protect our local and global environment, people need to make small sacrifices in their lives e.g. use the car less, buy more eco-friendly products even if they cost slightly more; take the time to take things to recycling bins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<input type="checkbox"/> + <input type="checkbox"/>

Total number of ticks:



SCORE

SHOW CARD Q2:

Q2. Again I am going to read out a set of statements and I want you to consider the amount of importance that you attach to them in your every day life.

Please tick box(es):

	Very important	Fairly important	I never really think	Not important
1. The level of education and training available in and out of work and the effect this has on our economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The way we invest our money and the effect that this has on the economies, people and environments of countries throughout the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The amount of local community and recreational facilities that are available and the effect this has on local quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total number of ticks:	<input type="checkbox"/> + <input type="checkbox"/>			



SCORE

**IDENTIFYING POSITIVE BEHAVIOUR:
ENVIRONMENTAL BEHAVIOURS:**

We understand that it is not easy to do all the things that we consider to be the right things to do. The following questions are designed to understand what kinds of things you *actually do* in your everyday life. Please answer as truthfully as possible.

SHOW CARD Q3:

Q3. Please can you answer 'Yes' or 'No' to the following statements

Please tick box(es):

	YES	NO
1. I regularly buy recycled, environmentally friendly products: e.g. CFC free aerosols, rechargeable batteries when I can	<input type="checkbox"/>	<input type="checkbox"/>
2. I regularly buy naturally made, organic produce (food, clothes) when I can	<input type="checkbox"/>	<input type="checkbox"/>
3. I regularly buy where possible, energy efficient electrical appliances when I can	<input type="checkbox"/>	<input type="checkbox"/>
4. I regularly buy locally produced goods, when available, rather than those freighted long distances when I can	<input type="checkbox"/>	<input type="checkbox"/>
5. I try to buy the right amount of goods I need, so I end up throwing nothing away or recycling what I can't use	<input type="checkbox"/>	<input type="checkbox"/>
6. I regularly recycle at least three of the following: - paper/card - bottles/jars/cans - garden and kitchen waste - shopping bags and plastics	<input type="checkbox"/>	<input type="checkbox"/>
7. I am careful about the amount of electricity/gas I use by ensuring at least two of the following: - insulating my home - only boiling the amount of water I need or not leaving hobs and oven on when nothing is cooking - only use heating when necessary i.e. when I am in - not leaving electrical appliances on standby	<input type="checkbox"/>	<input type="checkbox"/>
8. I try to pick up litter even if it is not mine	<input type="checkbox"/>	<input type="checkbox"/>
9. Ask if drive car - If don't drive car add '1' to 'yes' score I try to only use my car for essential journeys and try and use public transport/cycle/walk when, for example, I don't have too much to carry	<input type="checkbox"/>	<input type="checkbox"/>

SCORE = Total number of 'yes' ticks:

SOCIAL/ECONOMIC BEHAVIOURS:

SHOW CARD Q4:

Q4 Please can you answer 'Yes' or 'No' to the following statements

	YES	NO
1. I am a member of a community or voluntary organisation that is concerned with either – maintaining and improving the local environment – educating and training young people - preventing crime and disorder – retailing and developing local services e.g. recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>
2. I regularly buy goods where I am satisfied that they have been responsibly manufactured – i.e. have not caused the exploitation of workers overseas or within this country	<input type="checkbox"/>	<input type="checkbox"/>
3. I make sure that I save/borrow in a bank that I believe responsibly invests – i.e. does not invest my money in oppressive regimes	<input type="checkbox"/>	<input type="checkbox"/>
4. I only invest my money in companies that I believe are responsible to the environment and their workers	<input type="checkbox"/>	<input type="checkbox"/>
5. I am careful to not be a nuisance to my neighbours through considering the effects of either my children/my pets/noise	<input type="checkbox"/>	<input type="checkbox"/>
6. I believe that I am making every effort available to improve my learning/knowledge (in and out of work)	<input type="checkbox"/>	<input type="checkbox"/>
7. I try, as much as I believe I can, to get my employer to provide training – i.e. sending me on courses, enhancing my job knowledge	<input type="checkbox"/>	<input type="checkbox"/>
SCORE = Total number of 'YES' ticks:	<input type="checkbox"/>	



RECRUITMENT ELIGIBILITY

Enter Total Score for Each Question

Q1	Q2	Q3	Q4
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Criteria for Recruitment

****N.B. If respondent qualifies as an ENQUIRER AND a CONVERT –
CODE as CONVERT****

ENQUIRERS	IF Q1 score 2 – 4 AND IF Q2 score 2 – 3
CONVERTS	IF Q3 score 5 – 7 AND IF Q4 score 4 – 7 REGARDLESS OF Q1 and Q2 SCORE

CLASSIFICATION

A) What was your age last birthday?

WRITE IN:

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Code Band

Under 18	1	Close
18-34	2	Groups 1, 3, 6 and 8
35-55	3	Groups 2, 4, 5 and 7
Over 55	4	Close

B) What is the occupation of the chief income earner in the household?

WRITE IN:

Probe fully for rank, size of company, number of employees etc. – whatever is appropriate.

Code Grade:

A	1
B	2
C1	3
C2	4
D	5
E	6

C) What is your occupation?

WRITE IN:

D) What is your status?

Married/co-habiting	1
Divorced/separated	2
Single	3

E) How many children are there in the household under 16?

1	1
2	2
