# Recruitment specifications and screening questions (example)

## Specifications

|  |  |
| --- | --- |
| Project | Website usability testing |
| Recruiter |  |
| Project facilitator |  |
| Number of interviews | n=6 |
| Duration | 1 hour |
| Date & times | Thursday 5th October   * 9am * 10:15am * 11:30am * 1:30pm * 2:45pm * 4pm |
| Location |  |
| Respondent details | * General public with a mix of:   + Age (18+)   + Gender   + Employment status   + Reactive/proactive personas   + Level of comfort using computer/internet   + Device usage * 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 * Must be able to come into our office (venue details)   At least one person recruited 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 |  |
| Other requirements | * Exclude those working or who have immediate family working in Market Research, Queensland Government, Communications and Web Development. * Ensure respondents have not participated in market research within past 6 months. * Ensure that respondents are not told anything about the research, other than that they will be asked to provide their thoughts and feedback on a service idea. * Remind respondents to bring reading glasses etc. if required. * Let respondents know that on arrival they will need to report to the foyer on the 14th floor – the facilitator will meet them there |
| Additional instructions for recruiter | * Please send through the final respondent list 24 hours prior to the first scheduled interview * Please distribute venue instructions to participants prior to their interview |

## Screening questions

*<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 | Queensland Government, web development, government marketing or 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:** Indicate on a scale from 0 to 10 to what extent you generally interact with the Queensland State Government, where:

* + 0 = ‘I wait for the government to contact me before I do anything and will often put things off until they become urgent’
  + 10 = ‘I am proactive at search for information and will exhaust all channels to achieve my outcome with the government.’

**If response = 0–6, categorise as reactive persona. Recruit n=3.**

**If response = 7–10, categorise as proactive persona. Recruit n=3.**

Q4. **Single response:** Have you had a service interaction with the Queensland State Government, either online, face to face or over the phone in the last 12 months?

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

**If response = 1, continue.**

**If response = 2, terminate.**

Q5. **Single response:** What is your age category?

|  |  |
| --- | --- |
| 1 | Under 18 years |
| 2 | 18-34 years |
| 3 | 35-54 years |
| 4 | 55-64 years |
| 5 | 65+ years |

**If response = 1, terminate.**

**If response = 2–5, ensure mix, minimum n=1 in each age group.**

Q6. **Single response:** Please indicate your gender.

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

**Ensure mix of responses 1­–3.**

Q7. **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.**

Q8. **Single response:** How confident are you using a computer or surfing the internet?

|  |  |
| --- | --- |
| 1 | Really confident |
| 2 | Moderately comfortable |
| 3 | Not very comfortable |
| 4 | Not at all comfortable |

**Ensure mix of responses 1­–4.**

Q9. **Single response:** 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.**

Q10. **Single response:** What best describes your occupational status?

|  |  |
| --- | --- |
| 1 | Full time |
| 2 | Part time / casual |
| 3 | Self-employed / Business owner |
| 4 | Home duties |
| 5 | Retired |
| 6 | Disability pension |
| 7 | Student |
| 8 | Unemployed |

**Ensure mix of responses 1­–8.**

Q11. **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 |

**Recruit at least n=1 across responses 1­–4.**