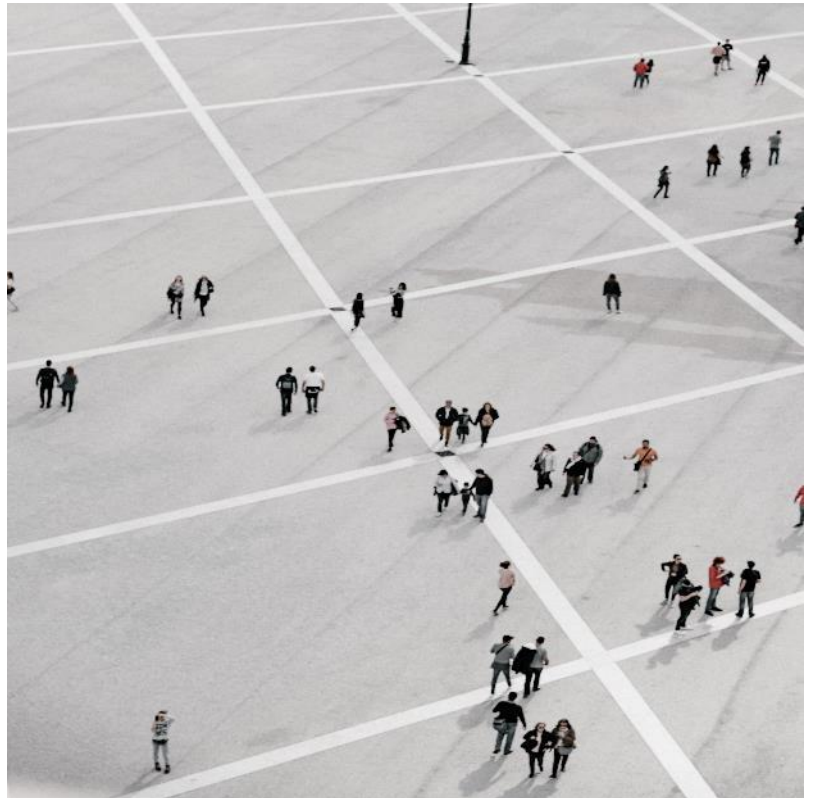


On-airport Recruitment Screenener

Heathrow



Brief

In 2018 Heathrow set up an online passenger insight community (Horizon) comprising of both users and non-users of Heathrow Airport to help it better understand our customers wants and needs away from their actual day of travel.

This community consists of over 2,500 users and non-users from around the world who are invited to participate in online discussions and surveys. The insight community is managed on Heathrow's behalf by a research agency called Human8.

Amongst the Heathrow users segment of the community, the aim is that the profile of community members matches that of Heathrow actual passenger demographic in terms of country of residency. Since Covid-19, we have seen that the profile of users on the community has become more skewed towards UK residents as other residency markets were slower to open up following the lifting of travel restrictions,

So, we now need to trial undertaking some targeted recruitment based on passengers' country of residency for new community members in order to ensure that the community membership is more representative of Heathrow current users.

On airport recruitment

For this initial trial phase we are targeting passengers whose main country of residence is:

**Netherlands,
Australia,
Hong Kong,
China,
Singapore,
UAE,
India**

We recommend that the easiest way of finding these passengers is by targeting the Gaterooms of flights to each of these countries.

The survey can be accessed through the following weblink:

<https://horizon.square-community.io/intake/083c6529-60ed-4601-8b77-316540ef061b?partnerId=3&qtc=8dc0ef77-33fd-49f3-8a0e-db289c61b139>

The survey will be a mix of initial face to face qualifying questions and then passenger self-completion, so for the trial we are recommending taking out 2/3 l pads out with you on shift. But please feedback, if you don't think this approach works so we can change for any future waves.

Once in the Gate, please start at either the entrance or exit to the gate and approach the third passenger you come to and see if they are willing to complete an interview. Once you have finished with the first passenger please continue with 1 in 5 sampling methodology with the rest of the Gate.

With passenger who meet the qualifying criteria, please complete the first 6 screening questions below with the respondent face to face, at which point the rest of the questionnaire can be completed by the passenger themselves on the Ipad, while you go on to try and find someone else to recruit in the Gate.

We are trialing this methodology of recruiting for the Insight community, so would welcome your feedback at the end of the shift about how the process could be improved.

Screenener

Interviewer to read out:

READ OUT – Good morning/afternoon/evening.

Heathrow have launched an online community of travellers, where members discuss topics or participate in topics each week.

To be a member all you have to do is be interested in travelling or airports or Heathrow and be willing to participate in our weekly topics.

Is this something you'd like to participate in?

If yes, I'll just collect a few bits of information from you today and you will then be contacted by Human8 who run the community on Heathrow's behalf.

Your information won't be shared with anyone apart from Human8 and you won't be added to any marketing databases. Your data will be held in a GDPR compliant manner and by completing this survey you agree to sharing your data with Human8 for the sole purpose of contacting you to invite you to the Horizon community. You can read the terms and conditions in detail here [INSERT LINK TO T&Cs]

Answer options	Precodes
Yes, I am interested	1
No thank you	2

[Make sure to enter all refusals by selecting the appropriate answer option and pressing "Next"]

Q2 Where do you currently live?

Only people living in the following countries Netherlands, Australia, Hong Kong, China, Singapore, UAE, India will proceed but please capture the other residencies spoken to.

Q3. Are you professionally active in any of the following sectors?

Q4. Which of the following best describes how well you read English?

Q5. Which of the following best describes how well you read English?

Q6. What is your nationality?

Interviewer to hand Ipad to passenger to complete rest of the survey:

Thank you for your answers so far.

Before we start to talk about flying, we just need you to look at and agree to the Terms & Conditions of the site.

It's great that you're keen to help us out with new ideas, we're looking forward to hearing your thoughts! As we do that, we will of course protect your information – in turn, it'd be fantastic if you could do the same for us ("what happens on the community stays on the community"). The full non-disclosure agreement is in the T&Cs below – we just wanted to give you a heads up to make sure you don't miss it in the small print <INSERT T&C'S ALONGSIDE PRIZE DRAW TERMS>

Do you agree to the site Terms and Conditions?