



WaterTalk: 6561 - ‘General Conditions’ Home Research

RECRUITMENT SCREENER
VERSION NUMBER

VERVE
Energising Insight

20 OCTOBER 2022

Sample Definition

30 respondents who represent a broad spectrum of the United Utilities customer base.

Respondents will include customers that have experienced the 'general conditions' issues where possible and also those that may have contacted UU about this.

Proposed variables beyond basic demographics such as age, gender, lifestage, if responses allow:

- Minimum 15 to have experienced the issues outlined
- 5-10 to have contacted UU about these issues
- 5 to consider contacting UU about these issues
- 15 to live in the hotspots identified in the brief
- Max 10 to be renters

Scripting specifications			
Job code	6561	Project (wave/stage if applicable)	'General Conditions' Home Research
Market and Languages	UK		
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input type="checkbox"/> 3rd Party <input type="checkbox"/> Open link	All members of WaterTalk and to append the following categories for selection: <ul style="list-style-type: none"> • Gender (QA1 profiling survey) • Age (QA2 profiling survey) • Working status (QA3 profiling survey) • Homeowners (QA4 profiling survey) • Household status (QA6 profiling survey) • Number of children (QA7 profiling survey) • SEG (household income – QA8 profiling survey) • Vulnerability (QA13) • Primary / Shared account holder (QA14 / QA14b profiling survey) • Region (variables held on database) • Measured/Unmeasured (This data is held on our database and will enable us to identify a broad range of customer types)	
Stimulus path			
Scripting tools	No		
Member Sat Qs (delete as appropriate)	No		
Hard Quota table – for 3rd party sample only. <i>Can delete sections if not applicable</i>			

Hard Quotas	N/a – depends upon responses			
Soft quotas on demographics				
Soft quotas on driver type				
3rd party re-directs <i>PM to add for 3rd party projects</i>				
Complete				
Screenout				
Quota full				

Screener invitation email

Subject line	Opportunity to take part in an exclusive research project for United Utilities
Pre header	Please register your interest
<p>Hi [FirstName],</p> <p>We would like to invite you to register your interest in an online community about you and your home, and how United Utilities communicates with you.</p> <p>Whatever your views on water conditions, we're really keen to get your feedback.</p> <p>There will be no preparation for the community required, but we think you will find the discussion interesting, and we are really keen to get your views on a number of relevant and related topics</p> <p>We will be running a 3-day online community between Monday 27th June and Thursday 30th June 2022. There will be a 'break' day on Wednesday 29th to give you some extra time to complete Tuesday's task. The community activities will take between 35-40 minutes of your time per day.</p> <p>We will also be asking you to upload a short video or some photos if you can,</p> <p>If you are selected to take part and complete all the tasks, then you will receive a £40 Voucher Express voucher.</p> <p>What do I need to do now?</p> <p>Please click here to answer a short survey to see if you are eligible for the research.</p> <p>Spaces are limited for both so please register your interest as soon as you can.</p> <p>Many thanks for your time and input,</p> <p>Claire & the WaterTalk team</p>	

Intro:

Thank you for your interest in taking part in the upcoming research for United Utilities. We are conducting a 3-day online community about you and your home, and how United Utilities communicates with you between the 27th and 30th June 2022.

If selected:

- You will be required to complete daily tasks on an online community, which will take approximately 35-40 minutes of your time per day, about your home and your water supply.
- You will receive £40 Voucher Express voucher for your time if all tasks are completed .

To qualify, we need to ask you a few questions to check that our topics will be relevant to you. All information will be treated confidentially and stored securely.

ASK ALL. MULTICODE

S1. In the past 2-3 years have you noticed or experienced any of the following issues? *Please select all that apply.*

RANDOMISE.

1. Black and/or pink staining around shower/bath seals and on grouting in your kitchen or bathroom
2. Black slime or jelly inside your taps
3. Mould growing in or around your bathroom or kitchen
4. Water coming out of your taps an unusual colour or cloudy
5. Low water pressure in your kitchen or bathroom
6. Blocked drains at your home
7. A problem with your water bill
8. Flooding in your street or near to where you live
9. An interruption to your water supply
10. Leaky taps or pipes in your home
11. United Utilities roadworks in your local area
12. None of the above

ASK ALL WHO CODE 1, 2, 3, 4 AT S1 OTHERWISE GO TO S3

S2. When you noticed any concerns about the issues you noted in the previous question, did you contact United Utilities?

1. Yes
2. No

ASK ALL WHO ANSWER 1 AT S2. OPEN TEXT BOX

S2a. Please tell us very briefly what the issue was and why you contacted United Utilities?

ASK ALL WHO ANSWER 2 AT S2. OPEN TEXT BOX

S2b. Is is something that you might consider contacting United Utilities about? Please tell us very briefly why or why not?

ASK ALL. RANDOMISE. MULTI CODE

S3. Which of the following statements would you say you agreed with? Please tick all that apply

1. As the occupant of my home it is my responsibility to keep it clean and well maintained
2. I generally keep my home as clean as possible
3. It is important for me to keep track of my water bills
4. When I have an issue with the plumbing in my home I am more likely to call a plumber than try to tackle it myself
5. I'm very happy with the quality of water that comes into my home and through my taps
6. I feel I get enough information from United Utilities about the water that comes into my home and through my taps
7. I think that the amount I pay each month to United Utilities is good value for the service I receive in return
8. When it comes to the plumbing in my home, I have a good understanding of what is my responsibility to maintain and what is United Utilities' responsibility
9. If I thought there was a problem with the water in my home I would probably look to get information online first rather than contact United Utilities
10. I have rarely seen flooding in my local area
11. I am happy with the pressure of the water than comes into my home and my taps/shower etc
12. I or my partner/another member of the household is actively interested in home maintenance and DIY, and I/we like to tackle issues ourselves where possible
13. The quality of my water can be affected by the cleanliness and maintenance of my plumbing and taps.

ASK ALL. SINGLE CODE

S4. Can you tell us which of the following best describes the house/property that you live in?

1. Bungalow
2. Detached House
3. Flat or maisonette
4. Semi-detached house
5. Terraced House
6. I don't know

ASK ALL. OPEN TEXT BOX

S4a. We are looking to include some people in the research that live in specific areas, though we will be including people from all of the United Utilities region. To help us do this, can you please tell us the first part of your postcode and the first digit of the second part (we do not need the final two letters).

So for example if your postcode was WA5 3LP, please type in 'WA5 3'. You do not need to give us the final two digits.

DATA TO BE MATCHED BACK TO POSTCODE HORSPOT DATA ONCE RESPONSES RECEIVED

ASK ALL. SINGLE CODE.

S5. We are looking for people to take part in a piece of research which would involve logging into a text based community and completing some activities. The activities will involve reading some information and then giving feedback on the topic. The community will run from the 27th of June to the 30th of June 2022 and is expected to take a total of 35-40 minutes to complete per day.

If you are selected and complete all the activities you will receive a £40 Voucher Express voucher for your time. We will let you know by Friday 24th June if you have been chosen to take part.

ARE YOU WILLING AND AVAILABLE TO TAKE PART?

1. Yes, I am free and willing to take part.
2. No, I cannot/do not wish to take part

SCREENOUT THOSE CODING S6=2

ASK IF S6=1. SINGLE CODE.

S7. The online discussion community will be hosted by Verve via our trusted third-party supplier, a market research company called Further.

Please note, your email address will be shared with Further, in order for you to be invited to join the community. Comments, activity results, videos and images you choose to upload/share during the community will be held on the Further platform. To read Further's privacy policy please click here <https://www.go-further.co/privacy>

We may also share comments, videos and images with United Utilities for internal purposes only. You can read their privacy policy here: <https://www.unitedutilities.com/privacy/>

Are you happy for us to share your details with Further and in addition share any video and image content you share with United Utilities for research purposes only?

1. Yes, I am happy for you to share my details and any comment / video / image contact I upload. **GO TO THANK YOU PAGE.**
2. No, I am not willing for you to share my details and any comment / video / image contact I upload *(This means you will not be able to take part in this research)* **SCREEN OUT IF S7=2**

Thank you

Closing text

Thank you for taking the time to answer our questions. Someone from the YourSay team will be in touch shortly if you're selected to take part!

EMAIL TO SEND TO SUCCESSFUL RESPONDENTS

Subject line	You've been selected to take part in our pop-up community!
Pre header	Please respond to confirm your participation
<p>Hi [FirstName],</p> <p>Last week you took part in a short survey about you and your home, and how United Utilities communicates with you. You expressed interest in participating in a 3-day online community for United Utilities. I'm pleased to say you've been selected to take part!</p> <p>We would like to invite you to register your interest in taking part in an online community to discuss this further.</p> <p>We will be running a 3-day online community between Monday 27th June and Thursday 30th June 2022. There will be a 'break' day on Wednesday 29th to give you some extra time to complete Tuesday's task. The community activities will take between 35-40 minutes of your time per day.</p> <p>As a thank you for your time, you will receive a £40 Voucher Express voucher</p> <p>What do I need to do now?</p> <p>If you are willing to take part, then please let us know by replying to this email.</p> <p>Once participation has been confirmed, a community invite will be sent out to you.</p> <p>Many thanks and we look forward to hearing from you soon!</p> <p>Thanks,</p> <p>Claire</p> <p>WaterTalk Community Manager</p> <p>If you have any questions please email: claire@watertalkunitedutilities.com</p> <p>Click here to unsubscribe from WaterTalk communications.</p>	