

Sample definition

All members of WaterTalk and to append the following categories for selection:

- Gender (QA1 profiling survey)
- Age (QA2 profiling survey)
- Working status (QA3 profiling survey)
- Homeowners **ONLY** (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)
- Unmeasured customers **ONLY** (variables held on database)

Information for Verve operations and scripting

Scripting specifications

Job code	4694	Project	Shadow Metering
Wave	N/A	Market(s)	N/A
Previous path	N/A		
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> List/Client sample <input type="checkbox"/> 3 rd Party <input type="checkbox"/> Open link	If 'List', specify pipe ins	All 'unmeasured' customers only All homeowners only
Stimulus path			
Scripting tools	N/A		
Target criteria			
Research timings	<ul style="list-style-type: none"> • Recruitment screener signoff • Scripting • Recruitment screener launch 	Tues 10 th Nov, 1pm Tues 10 th Nov – Weds 11 th Nov Weds 11 th Nov	

	<ul style="list-style-type: none"> • Reminder sent Friday 13th Nov 2pm • Screener closes Mon 16th Nov 9am • Discussion groups Tues 17th Nov – Thurs 18th Nov
<p>Proposed group composition (where numbers allow) for selection</p>	<p>Aiming to select groups with the following criteria where volume/availability:</p> <ul style="list-style-type: none"> • Group 1: Quite/very open to getting a water meter <ul style="list-style-type: none"> ○ Smaller household (e.g. 1 or no children, empty nesters, single occupants) ○ Low or no vehicle ownership, no garden (or do not regularly maintain garden) ○ Mix of gender, age, SEG, working status, region, declared vulnerability ○ Mix of attitudes to climate change/bill affordability ○ Mix of lead pipe ownership • Group 2: Not very/not at all open to getting a water meter <ul style="list-style-type: none"> ○ Smaller household (e.g. 1 or no children, empty nesters, single occupants) ○ Low or no vehicle ownership, no garden (or do not regularly maintain garden) ○ Mix of gender, age, SEG, working status, region, declared vulnerability ○ Mix of attitudes to climate change/bill affordability ○ Mix of lead pipe ownership • Group 3: Quite/very open to getting a water meter <ul style="list-style-type: none"> ○ Larger household (e.g. 2 or more children) ○ Higher vehicle ownership (2 or more), garden ownership (and regularly/occasionally maintain) ○ Mix of gender, age, SEG, working status, region, declared vulnerability ○ Mix of attitudes to climate change/bill affordability ○ Mix of lead pipe ownership • Group 4: Not very/not at all open to getting a water meter <ul style="list-style-type: none"> ○ Smaller household (e.g. 1 or no children, empty nesters, single occupants) ○ Higher vehicle ownership (2 or more), garden ownership (and regularly/occasionally maintain) ○ Mix of gender, age, SEG, working status, region, declared vulnerability ○ Mix of attitudes to climate change/bill affordability ○ Mix of lead pipe ownership

Invite text

Subject line Take part in an online Zoom discussion and help us to design some communications

Dear [INSERT NAME]

We're excited to invite you to register your interest to take part in an online discussion group about water meters and to help us design some communications.

Whatever your views on water meters, we're really keen to get your feedback.

They will be fun and interactive sessions, designed to help you have a say on how United Utilities communicates with its customers. There will be no preparation for the sessions required, just bring your thoughts and energy!

We're running the sessions via Zoom between **Tuesday 17th November and Thursday 19th November** and we hope you are available to take part in one of the discussions running within this period. Discussions will last up to an hour and a quarter.

If selected and you take part, you will receive a **£35 Voucher Express voucher** as a thank you for your time.

[CLICK HERE TO TAKE PART]

Having problems accessing the survey? Please click here.

Please let us know if you have any questions by emailing [helpdesk email address].

Many thanks for your time and input,

Claire
Community Manager

INTRO TEXT: Thank you for your interest in taking part in the upcoming online discussion groups for United Utilities. We have a few questions to ask you – they should only take 3-4 minutes to complete – please click next to continue.

NB. Some demographic questions are already held on the panel. Please review the Sample definition to see greater detail of this.

ASK ALL

SINGLE CODE

S1. From our records, we understand that you *don't* currently have a water meter at your property. Please confirm whether this is correct or whether your situation has changed.

1. I do not currently have a water meter in my property
2. My situation has changed and I do now have a water meter in my property
3. Don't know

SCREENOUT IF S1 = 2 OR 3

SCREENOUT:

Thank you for expressing your interest in taking part, we're really sorry but on this occasion we are unable to take you forward for this research project as we are only looking to speak to customers who don't have a water meter. However, please continue to apply for our research projects as there will be many more in the future.

ASK ALL

SINGLE CODE

S1a. Have you had a water meter in the past at all?

1. I/we have had a water meter at another property
2. I/we have had a water meter at the current property, but I/we did not feel we benefited and reverted to unmetered billing through the United Utilities 'Lowest Bill Guarantee'
3. I/we have never had a water meter
4. Other (please write in)

ASK ALL

SINGLE CODE

S2. Water meters measure the amount of water used in your home, which means you are only charged for what you use.

How open would you say you are to getting a water meter in the future at your current property?

1. Not at all open to getting a water meter
2. Not very open to getting a water meter
3. Quite open to getting a water meter
4. Very open to getting a water meter

S3. On the topic of getting a water meter in future, you mentioned you are [PIPE IN CODE SELECTED AT S2]. Why do you say that? Please be as descriptive as possible:

OPEN – FORCE.

ASK ALL

SINGLE CODE

S3b. Does the property you live in have a garden?

1. Yes, there is a garden that I/we actively maintain (e.g. that you regularly or occasionally water)
2. Yes, there is a garden but I/we do not actively maintain it (e.g. you do **not** regularly or occasionally water it)
3. No, I/we do not have a garden

ASK ALL

SINGLE CODE

S3c. How many cars/other motor vehicles do you have in your household?

1. 1 car/other motor vehicle
2. 2 cars/other motor vehicles
3. 3 or more cars/other motor vehicles
4. I/we do not have any cars or motor vehicles

ASK ALL

SINGLE CODE

S3d. Are you aware as to whether or not you have a lead water supply pipe at your property?

1. Yes, I/we currently have a lead water supply pipe at this property
2. I/we had a lead water supply pipe in the past but have had it replaced
3. No, I/we do not have a lead water supply pipe at this property
4. I don't know whether I/we have a lead water supply pipe at this property

ASK ALL

SINGLE CODE

S4. How important would you say each of the following issues is to you personally?

COLUMNS, SINGLE CODE

1. Very important
2. Quite important
3. Neither

4. Not very important
5. Not at all important

ROWS, RANDOMISE

1. Doing everything I can at home to help protect the environment
2. Ensuring there is a supply of clean water in my region now and in the future
3. Keeping my household bills as low as possible

ASK ALL

SINGLE CODE

S5. The research project we would like to invite you to take part in is an online video discussion group about water meters where we would like to show you some messages and get your honest feedback.

The discussions will last up to 1-hour and 15 minutes and will be lively and interactive! As a thank you for taking part in this project we will send you a **£35 Voucher Express voucher**.

Sessions will be taking place on **Tuesday 17th November, Wednesday 18th November and Thursday 19th November depending on people's availability**; groups will be held at 16.30pm and 18.00pm. *We'll ask for your specific availability in the next question and, if interested and available, we will be in touch to confirm a suitable time for you.* Please note places are limited and we cannot guarantee everybody will be able to take part.

By taking part in the group discussion, you agree for Verve to use a recorded video of the session for the purpose of internal research and analysis. You can view Verve's privacy policy [here](#).

If selected, the video interviews will be conducted using Verve's trusted third-party platform, Zoom. Your name and email address may be shared with Zoom in order to arrange time to participate and for you to access the discussion. For more information, please visit <https://zoom.us/privacy>.

You will need to use a laptop/desktop or a good sized tablet to take part, so that you are able to see the messages that we will be showing you.

Videos will never be shown publicly and will only be used for internal research purposes by Verve and United Utilities.

Are you available and happy for us to share your details with Zoom, and in addition share the anonymised video discussion with United Utilities for research purposes only?

1. Yes, I am available and I am happy for you to share my name and email address with Zoom, and for the anonymised video discussion to be shared with United Utilities
2. No, I am either unavailable, or not willing for you to share my details and responses from the video discussion **SCREENOUT**

SCREENOUT MESSAGE

Thank you very much for taking part in this survey. We're sorry to hear that you are unavailable to take part in this research. However, please continue to apply for our research projects as there will be many more in the future.

ASK IF S5 = 1

MULTICODE

S6. Thanks for your interest in taking part! From the following list of dates and time slots, please indicate the dates and times you are able to take part. If selected, we will contact you on Monday 16th November at the latest to confirm your date and group time.

Please select all dates and times you are available to take part.

1. Tuesday 17th November 16.30 – 17.45pm
2. Wednesday 18th November 16.30 – 17.45pm
3. Wednesday 18th November 18.00 – 19.15pm
4. Thursday 19th November 16.30 – 17.45pm
5. Thursday 19th November 18.00 – 19.15pm
6. None of the above **EXCLUSIVE, SCREENOUT**

SCREENOUT MESSAGE

Thank you very much for taking part in this survey. We're sorry to hear that you are unavailable to take part in this research. However, please continue to apply for our research projects as there will be many more in the future.

ASK IF S6 = NOT 6

S3. Please provide a suitable telephone number to reach you on if we need to confirm your attendance. Note: This will only be used to contact you with regards to these discussions and not for any other purpose. This information will be erased once the project has finished.

1. Telephone number **[OPEN. NUMERIC FORMAT. FORCE]**

THANK YOU

Thank you very much for your interest. If you are selected to participate in this research, you will receive an email with further instructions shortly. If you are not selected on this occasion, please make sure you look out for future emails as there will be plenty of research projects to get involved with in the future.

Reminder text

Subject line

REMINDER: Take part in an online Zoom discussion and help us to design some communications

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Community Manager