

UU – Customer Listening - Recruitment screener

6x sessions with customers needed for 1.5 hours <i>Recruit 7 per session</i>						
	Sample	Location	Dates	Time	Moderators	Other criteria
1	<ul style="list-style-type: none"> • 2x pre-family • 3x family • 2x post-family 	Manchester, central Venue: tbc	Weds 27 th April	17.30-19.00	Rich & Victoria	<ul style="list-style-type: none"> • Mix of males and females (aiming for 50:50 split) • All to be supplied by United Utilities and aware of this • All to be mainly/solely or jointly responsible for paying the water bill for their household* • Aim for a mix within each group or those renting and those who own/have a mortgage* • A mix of metered / unmetered customers • All must be confident talkers, interested in water provision • None to be disengaged with pollution / the environment, but none to be highly engaged either • Mix of ethnic backgrounds • X2 per group to have experienced pollution incident • <i>Articulate</i> • <u><i>Happy to be filmed</i></u>
2	<ul style="list-style-type: none"> • 2x pre-family • 3x family • 2x post-family 	Liverpool, central Venue: tbc	Thurs 28 th April	17.30-19.00	Rich & Matt	
3	<ul style="list-style-type: none"> • 2x pre-family • 3x family • 2x post-family 	Preston Venue: tbc	Weds 4 th May	17.30-19.00	Rich & Karla	
4	<ul style="list-style-type: none"> • 2x pre-family • 3x family • 2x post-family 	Knutsford Venue: tbc	Weds 11 th May	15.00-16.30	Rich & Matt	
5	<ul style="list-style-type: none"> • 7x 16-18 living at home with parents (youth) 	Knutsford Venue: tbc	Weds 11 th May	17.30-19.00	Rich & Matt	
6	<ul style="list-style-type: none"> • 2x pre-family • 3x family • 2x post-family 	Carlisle / Kendal / Penrith* Venue: tbc	Thurs 12 th May	17.30-19.00	Rich & Lucy	

***DOES NOT APPLY TO GROUP 5 - YOUTH**

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INTRODUCTION

We have been asked by United Utilities to conduct some customer research on their behalf to understand customers' views of environmental and pollution issues and we would very much like you to take part in this research.

We will need to ask you some quick questions, so we can make sure we include people with a broad mix of attitudes and experiences in the sessions.

This is a genuine market research study, and no sales call will result from our contact with you. Your answers to these quick questions will be treated confidentially and are used to check we have invited a broad mix of people. Our client will not see your individual answers or be aware of any aspect of your identity.

The research would involve you taking part in a group discussion at a hotel close to you (in one of their meeting rooms). There will be 6 other customers like you taking part alongside you. The session will last for a maximum of **1.5 hours**. **As a thank you for your time, you will also be offered an incentive payment of £50. There is also a pre-task to complete for which you will receive a further £10**

Just a few things we have to tell you before we start...

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I am now going to ask you a few questions.

Do you consent to us asking you a few questions, and holding this data for a few weeks, to make sure we invite a broad mix of people to the research session?

- Yes - CONTINUE
- No - THANK AND CLOSE

We do hope you will be interested in being part of this research and we are sure you will find it an enjoyable experience.

OCCUPATION EXCLUSIONS

Q1 Do you, or any of your close friends or relations work in any of these occupations?

Water / Energy utilities	1	Close
Journalism or Media	2	Close
Advertising / Publicity / packaging design	3	Close
Market Research or marketing	4	Close
Public relations	5	Close
None of These	6	Continue

NONE TO PERSONALLY WORK IN OR HAVE ANY FAMILY / FRIENDS WORKING IN ANY OF THE LISTED OCCUPATIONS - MAKE CERTAIN THIS IS ADHERED TO

PAST PARTICIPATION

Q2a Have you ever attended a market research group discussion or market research interview?

Yes	1	Go to Q2b
No	2	Skip to Q3a

Q2b How long ago did you attend a market research group discussion/market research interview?

- 6 months ago 1 **Close**
- 1 year ago 2

Specify Subject: _____

NONE TO HAVE ATTENDED A GROUP DISCUSSION/INTERVIEW IN THE LAST 6 MONTHS OR TO HAVE EVER ATTENDED RESEARCH ON WATER / UTILITIES

DEMOGRAPHICS

Q5. How would you describe your gender?

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AIMING TO RECRUIT 50:50 IDENTIFYING AS WOMEN: IDENTIFYING AS MEN IN EACH GROUP

Q4a. Which of the following best describes you?

I am under 19 and living with my parents	1	Continue	YOUTH – go to Q4b
I am single and have no children	2	Continue	PRE-FAMILY – go to Q4b
I am in a long term relationship but we do not live together or have children	3	Continue	
I am in a long term relationship / married and cohabit with my partner but we have no children	4	Continue	
I am single/married/have a partner and have children aged between 0-11 at home living with me/us	5	Continue	RECRUIT AS FAMILY – go to Q4b
I am single/married/have a partner and have children aged between 12-18 at home living with me/us	6	Continue	
I am single/married/have a partner and have children but they are adults and no longer live with me/us	7	Continue	RECRUIT AS POST FAMILY – go to Q4b
I am divorced / widowed and currently live alone	8	Continue	
I am retired/ part of a retired couple	9	Continue	

Q4b. Age

Aged 16-18	1	Continue	RECRUIT AS YOUTH
Aged 19-35	2	Continue	RECRUIT AS PRE-FAMILY
Aged 25-45	3	Continue	RECRUIT AS FAMILY
Aged 45-70	4	Continue	RECRUIT AS POST FAMILY

GROUPS 1, 2, 3, 4, 6 - RECRUIT:

2X PRE-FAMILY PARTICIPANTS AGED 19-35
3X FAMILY PARTICIPANTS AGED 25-45
2X POST-FAMILY PARTICIPANTS AGED 45-70

GROUP 5 – RECRUIT
7X YOUTH PARTICIPANTS AGED 16-18

Q4c. How would you describe your national identity?

White

1. English / Welsh / Scottish / Northern Irish / British Irish
2. Gypsy or Irish Traveller
3. Any other White background

Mixed / multiple ethnic groups

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed / multiple ethnic background

Asian / Asian British

8. Indian
9. Pakistani
10. Bangladeshi
11. Chinese
12. Any other Asian background

Black / African / Caribbean / Black British

13. African
14. Caribbean
15. Any other Black / African / Caribbean background

Other ethnic group

16. Arab
17. Any other ethnic group

ENSURE A MIX OF WHITE AND OTHER ETHNICITIES ACROSS THE SAMPLE

WATER BILLS & HOME

Q6a When it comes to your household's water bill payments, which of the following statements best describes you?

I am the main / sole person responsible for paying the water bill for my household	1	Continue
I am jointly responsible for paying the water bill for my household	2	Continue

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I am not really involved with / responsible for paying the water bill for my household	3	Close
I am not involved in my household's water bill	4	Close

GROUPS 1, 2, 3, 4, 6 TO BE MAINLY/SOLELY OR JOINTLY RESPONSIBLE FOR PAYING THE WATER BILL FOR THEIR HOUSEHOLD

GROUP 5 TO NOT BE RESPONSIBLE FOR PAYING

Q6b. Does your home have a water meter?

Yes	1	Continue
No	2	Continue
Don't know	X	Close

RECRUIT A MIX OF METERED AND NON-METERED HOMES IN EACH GROUP

Q7. Which company supplies your household's water and waste water services? (DO NOT PROMPT)

United Utilities	1	Continue
Other	2	Close
Don't know	3	Close

ALL TO BE SUPPLIED BY UNITED UTILITIES AND AWARE OF THIS

Q8. **Do not ask for group 5:** Do you rent or own/have a mortgage on your own home?

Renting	1	Continue
Own / mortgage	2	Continue

GROUPS 1, 2, 3, 4, 6 - AIM FOR A MIX OF THOSE RENTING AND THOSE WHO OWN / HAVE A MORTGAGE

ENGAGEMENT & SUITABILITY

Q9a. On a scale of 1 to 10 where, 10 is very high and 1 is very low, how interested are you in water provision and services and how they might be improved?

1	2	3	4	5	6	7	8	9	10
					Continue				

Q9b. On a scale of 1 to 10 where, 10 is very high and 1 is very low, how interested are you in efforts to prevent and deal with pollution?

1	2	3	4	5	6	7	8	9	10
					Continue				

ALL MUST BE INTERESTED IN WATER PROVISION AND POLLUTION, BUT NOT HIGHLY ENGAGED

Q9c. Have you ever come across / experienced a ‘pollution incident’? A ‘*pollution incident*’ happens when untreated waste water escapes from pipes or treatment works and reaches a watercourse (river or stream) and has a negative impact on that body of water.

Yes, I have come across pollution in a river or stream in the past	1	Recruit x2 people per group
No, I have not come across pollution in a river or stream in the past	2	Recruit x5 people per group
Not sure	3	group Close

RECRUIT 2 PEOPLE PER GROUP WHO CODE 1 – I.E. HAVE EXPERIENCED / COME ACROSS POLLUTION IN WATERWAYS

Q9d. On a scale of 1 to 10 where 10 is very high and 1 is very low, how confident are you talking in groups and providing your opinion on various matters even if your opinion differs from others?

1	2	3	4	5	6	7	8	9	10
Close						Continue			

ALL MUST BE CONFIDENT AND ABLE TO ENJOY DEBATE

Q10. If you were stuck on a desert island and could only take one item with you, what would it be and why?

Q11. Please describe your ideal dinner party – who would be there and what would you eat (and why)?

WE NEED TO RECRUIT ARTICULATE RESPONDENTS FOR THIS RESEARCH. PLEASE USE YOUR OWN JUDGEMENT TO DECIDE WHETHER YOU WOULD CLASS THE RESPONDENT AS A GOOD COMMUNICATOR BASED ON THEIR ANSWERS TO THE ABOVE QUESTIONS. PLEASE SENSE CHECK THAT RESPONDENT'S SPOKEN ENGLISH IS CLEAR AND WILL BE EASY TO UNDERSTAND ON FILM

Q12. Would you be happy to be filmed during the research? The whole session may be filmed or we may take some film clips during the session to capture in full the detail of the topics we discuss. Please note: this film is for research purposes only and will be shared with our client to help them understand consumers like yourself. The film clips will not be published and will remain confidential. Would you be happy to be filmed in this way?

Yes 1 Continue
No 2 Close

ALL MUST BE HAPPY TO BE FILMED