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)
- ➢ Measured/unmeasured)

Information for Verve operations and scripting

Scripting specifications

Job code	5112	Project	Behavioural design workshop recruitment
Wave	N/A	Market(s)	N/A
Previous path	N/A		
Sample source	☒Panel ☐List/Client sample ☐3rd Party ☐Open link	If 'List', specify pipe ins	
Stimulus path	N/A		
Scripting tools	N/A		

Target criteria	All to be aged 25-34, 2 adults in the household, no children
Research timings	• Recruitment screener signoff Midday, Weds 3rd March • Scripting Wed 3rd March – Thursday 4th March • Recruitment screener launch Thurs 4th March • Reminder sent Sun 7th March • Screener closes 10am, Tuesday 9th March • Discussion groups Data to CC/UU, EOP Tuesday 9th March

Proposed group composition (where numbers allow) for selection	Aiming to select groups with the following criteria where volume/availability:
	
	 • Aged 25-34
	     o Mix of age groups 25-29 & 30-34 in each group
	 • Mix of male and females
	 • Pre-family (no children)
	 • From shared households (groups/couples)
	 • Higher than average household water consumption (for their household. Assume +142l/day/per person)
	 • Mix of socio-economic backgrounds if possible
	 • All must be able to read, speak, write and understand English language
	 • All must be United Utilities customers
	 • All must have access to Zoom and be able to access Zoom via desktop PC/laptop at the specified workshop time - **NOT** mobile or tablet
	 • All must have Google Chrome installed on their desktop PC/laptop
	 • All must be able to access Mural whiteboard – https://app.mural.co/t/choiceology4230/m/choiceology4230/1613661342984/68a461ae78fb29c2d8bc924c550b4c96120cfa0e
	 • All must be confident and happy to participate in group work and ideation
	 • All must have a good and reliable internet connection and space to work **uninterrupted** for the full duration of the session
	
	 Group 1 (10 participants)
	 Must be available for:
	 • 15 minute pre-session troubleshooting meet from 6-6:15pm on Thursday 11th March **AND**
	 • 2 hour workshop from 6-8pm on Tuesday 16th March
	
	 Group 2 (6 participants)
	 Must be available for:
	 • 15 minute pre-session troubleshooting meet from 6-6:15pm on Monday 15th March **AND**
	 • 2 hour workshop from 6-8pm on Thursday 18th March
	
	 SCREENOUT THOSE WHO:
	 • **Banned employers** – all must not work or have any close friends or family who work for the following employers:
	     • United Utilities

	• **Banned industries** – all must not work or have any close friends of family who work in the following industries:
	• Research (market or social)
	• Water companies

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 video design workshop to help us design some communications for United Utilities customers around water consumption

They will be fun and interactive sessions, designed to help you have a say on how United Utilities communicates with its customers. We want you to bring your thoughts, energy and enthusiasm!

We're running two sessions via Zoom on **Tuesday 16th March @ 6pm** and **Thursday 18th March @ 6pm** over Zoom, and we hope you are available to take part in *one* of the discussions on either of those days. Discussions will last for 2 hours. There will also be a quick 15 minute session a couple of days prior to each workshop to make sure all of the technology is working – this would be at 6pm for fifteen minutes and you'd need to be able to attend this as well.

If selected and you take part, you will receive a **£50 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 video design workshop for United Utilities.

These will be really interesting and interactive workshop sessions that will be co-creating future United Utilities communications for people like you. You will be working with people such as yourselves, as well as with employees of United Utilities.

We have a few questions to ask you – they should only take 3-4 minutes to complete – please click next to continue.

S2. Do you have any close friends or family who work for United Utilities?

1. Yes
2. No

S2b. Please tell us what age you are?

OPEN NUMERICAL TEXT BOX

S2c. How many *adults aged 18 or over* currently live in your household?

1. Just me
2. Two people

3. Three people
4. More than three people

S2d. How many *children or young people under the age of 18* currently live in your household>?

1. None
2. One
3. Two or more

ASK ALL

SINGLE CODE

S3. Do you currently have a water meter?

1. Yes
2. No

ASK ALL

SINGLE CODE

S4. 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, there is not a garden **BUT** there is a balcony with plants that gets actively maintained
4. No, I/we do not have a garden

ASK ALL

SINGLE CODE

S5. 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

S6. How long do you estimate that you personally take when you are having a shower, on average?

1. I don't use a shower
2. 1-3 minutes
3. 4-6 minutes
4. 7-9 minutes
5. 10-15 minutes
6. 16-20 minutes
7. More than 20 minutes

ASK ALL

SINGLE CODE

S7. How many times to you shower per week on average?

1. Multiple times per day
2. Once per day
3. 4-6 times a week
4. 2-3 times a week
5. Once per week
6. Less than once a week

ASK ALL

S8. We'll be looking to talk to people to help generate some ideas for United Utilities communications. Please tell us in 50 words or so about a good piece of persuasive advertising you have seen recently from any organisation or source. Tell us about this communication, what it was saying and why you thought it was so good/persuasive.

OPEN TEXT BOX

ASK ALL

S9. Compared to a similar sized household, do you think that you use more or less water compared to them and why?

OPEN TEXT BOX

ASK ALL

SINGLE CODE

S10. The research project we would like to invite you to take part in is an online video discussion workshop around the topic of water saving. It will be a highly interactive session where we would like to work in a group and help design future communications for United Utilities

The discussions will last up to 2 hours and will be lively and interactive! And we'll be making use of an interactive online whiteboard tool.

As a thank you for taking part in this project we will send you a **£50 Voucher Express voucher.**

Sessions will be taking place as follows:

1. **Tuesday 16th March, 6.00-8.00pm, with a short technology test session on Thursday 11th March, 6.00-6.15pm**

2. **Thursday 18th March, 6.00-8.00pm, with a short technology test session on Monday 15th March, 6.00-6.15pm**

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.

The groups will be hosted by an agency called Corporate Culture on behalf of United Utilities, and there will be members of the United Utilities team in the workshop. Your details will be passed to Corporate Culture solely for the purposes of contacting you about this research project. You can view Corporate Culture's privacy policy here: https://corporateculture.co.uk/privacy-policy/.
The workshop will be conducted using the video meeting tool 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.

The session will also make use of Mural, an online whiteboard tool, to help share and organise information. You can view Mural's privacy policy here: https://www.mural.co/terms/privacy-policy

You will need to use a laptop/desktop, running the Google Chrome browser, so that you have a good sized screen and are able to use the Mural tool properly. You will also need a good internet connection and a space where you will be able to work uninterrupted for the duration of the session.

By taking part in the group discussion, you agree for Corporate Culture to record a video of the session for the purpose of internal research and analysis. *Videos will never be shown publicly and will only be used for internal research purposes by Corporate Culture and United Utilities.*

Before we ask you to select the dates that you are available, please confirm the following:

ASK ALL, SINGLE CODE

TOPBREAK

1. Are you happy for us to provide your name, email address and telephone number to Corporate Culture for the purposes of contacting you about taking part in this research?
2. Are you happy to have your name and email address shared with Zoom in order to access the workshop discussion?
3. Are you happy to have your email address shared with Mural for the purposes of being able to take part in this workshop discussion?
4. Do you have a laptop or desktop PC running Google Chrome that you will be able to make use of for this workshop discussion?
5. Do you have a good internet connection and a space at home where you will be able to take part undisturbed for the duration of the session?

DOWNBREAK

1. Yes
2. No

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're looking for specific criteria for this work. However, please continue to apply for our research projects as there will be many more in the future.

ASK ALL

MULTICODE

S11. 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 to confirm your date and group time.

Please note, if you are able to take part in the session itself but may struggle to attend the 15 minute technology test session, we may be able to arrange an alternative, so please still highlight your availability

Please select all dates and times you are available to take part.
1. Tuesday 11th March 6-6:15pm **AND** Tuesday 16th March 6-8pm
2. Monday 15th March 6-6:15pm **AND** Thursday 18th March 6-8pm
3. 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 on the dates specified. However, please continue to apply for our research projects as there will be many more in the future.

ASK ALL

S12. Please provide a suitable telephone number to reach you on if we need to confirm your attendance. <u>Note</u>: 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

Dear [INSERT NAME]

We're excited to invite you to register your interest to take part in an online discussion workshop to help us design some communications for United Utilities customers around water consumption

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We're running two sessions via Zoom on **Tuesday 16th March @ 6pm** and **Thursday 18th March @ 6pm** over Zoom, and we hope you are available to take part in *one* of the discussions on either of those days. Discussions will last for 2 hours. There will also be a quick 15 minute session a couple of days prior to each workshop to make sure all of the technology is working – this would be at 6pm for fifteen minutes and you'd need to be able to attend this as well.

If selected and you take part, you will receive a **£50 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

Selection email	
Subject line	We'd love to have you take part in our online video design workshop on DATE

Dear

Many thanks for applying to take part in our online video design workshop, we would love to have you take part. It should be a really fun session, and you'll get to have a real say in some communications that are being developed by United Utilities.

Please hold the date!

We're now going to pass your name, email address and telephone number to Corporate Culture, and they will be in touch with you directly later today or tomorrow directly to arrange the technical test session and answer any other questions you may have about the session. The contact there will be XXXXXXXXXX, and they can be reached on EMAIL AND TEL if you had any questions or comments.

Thanks again for applying to take part and we hope you enjoy the session.

Many thanks for your time and input,

Claire
Community Manager