

Client – United Utilities
Project name – Bespoke PCs Testing
Date – July 2023
Trinity McQueen contact – Gabe, Simon

6 x 1.5-hour online focus groups

IMPORTANT CRITERIA
<ul style="list-style-type: none"> All must be able to actively contribute to a workshop for 1.5 hours All must be competent in spoken English
<p>CORE AUDIENCE:</p> <ul style="list-style-type: none"> Total of 35 to recruit for 5 workshops - Recruit 7 for 6 for all groups Platform: Zoom 5 x 90-minute online focus groups ALL to be current bill payers (either solely or jointly) ALL to live in North-West England (Cumbria, Lancashire, Merseyside, Greater Manchester or Cheshire) 50:50 female to male mix Mix of different geographic areas across the groups (coastal, rural and urban) At least 6 customers from a BME background across the workshops A mixture of SEG Mix of different ages (equal mix of those aged 18-34, 35-54 and 55+) A mix of homeowners vs renters (2/3 of the sample to be homeowners, 1/3 of the sample to be renting) Mix of those who are metered and unmetered (aim for a roughly 50:50 split)
<p>FUTURE BILL PAYERS:</p> <ul style="list-style-type: none"> Total of 6 to recruit for 1 workshop - Recruit 7 for 6 Platform: Zoom 1 x 90-minute online focus groups None to pay their water bill directly (either still live at home, or live somewhere e.g. university where water is included in their rental agreement as a set or fixed charge) Mix of ages (equal split of those aged 18-24 and those aged 25-29)

Sample specification for the groups:

Groups	1	2	3	4	5	6
Age	Within each group, look for an equal mix of customers aged 18-34, 35-54 and 55+					Equal mix of those aged 18-24, and 25-29
Gender	Within each group, recruit 3 x male and 3 x female customers and across full sample recruit a 50:50 split					Equal split, 3 x male and 3 x female
Region	Cumbria	Lancashire	Merseyside	Greater Manchester	Cheshire	Aim for mix of regions across group
Location	Across full sample, recruit at least 7 x customers from each geographic area type (coastal, rural, urban)					Aim for mix of locations across group
Home ownership status	Within each group 4 x customers to be homeowners and 2 x customers to be renters					None to be homeowners
Meter status	Within each group, aim for an even split of metered vs unmetered customers					N/A

Hello! My name is _____ from Trinity McQueen, an independent market research company. Today, we are recruiting for some market research about your water and wastewater company and would like to ask you a few questions to see if you are suitable to participate in a longer discussion. This would involve attending an online workshop, lasting 1.5 hours, for which you would be paid a financial incentive. As part of the session we will be looking to get your views on some specific aspects of their business plan

You will also be asked to complete a short activity before the video call which will take around 10-15 minutes to complete. You will receive an additional financial incentive for completing the pretask. Please note that this is genuine market research, your answers will be treated with confidence and no attempt will be made to sell you anything at all during the interview.

Q1. Do you agree with the following statement: I understand that this research may be viewed, filmed and/or audio recorded, and the resulting footage will be seen by members of the Trinity McQueen project team and the research sponsor. This will be used purely for research purposes.

Yes	1	CONTINUE
No	2	THANK AND CLOSE

Q2. RECORD GENDER

Male	1	CONTINUE
Female	2	CONTINUE
Identify in another way	3	CONTINUE
Prefer not to say	4	CONTINUE

Recruiter note: 50:50 per group/across each group and full sample

Q3. When was the last time you participated in market research of any sort?
READ OUT. CODE ONE ONLY.

In the last month	1	THANK & CLOSE
In the last three months	2	THANK & CLOSE
In the last six months	3	THANK & CLOSE
In the last year	4	CONTINUE
Over 12 months ago	5	CONTINUE
Never	6	CONTINUE

Q4. What was the subject?
Write in _____

Recruiter note: thank and close anyone who has taken part in research into water or wastewater

Q5. Do you, or any of your family, work for or as any of the following?
READ OUT.

Water company	1	THANK & CLOSE
Market research company	2	THANK & CLOSE
Journalist	3	THANK & CLOSE
None of these	4	CONTINUE
Don't know	5	THANK & CLOSE

Q6. Which of the following age brackets do you fall into?
READ OUT. CODE ONE ONLY.

Under 18	1	THANK & CLOSE
18 – 24 years	2	CONTINUE
25 – 29 years	3	CONTINUE
30 – 34 years	4	CONTINUE
35 – 44 years	5	CONTINUE
45 – 54 years	6	CONTINUE
55 – 64 years	7	CONTINUE
65+	8	CONTINUE

Recruiter note:

- *Groups 1-5, recruit a mix of ages within each group (at least 2 x of each)*
- *Group 6, recruit equal split of those aged 18-24, and those aged 25-29*

Q7. What is the occupation of the main income earner in your household?

(Probe for qualifications, industry, size of firm and number of staff responsible for to gain social grade)

Code SEG:

A	1	CONTINUE
B	2	CONTINUE
C1	3	CONTINUE
C2	4	CONTINUE
D	5	CONTINUE
E	6	CONTINUE

Recruiter note:

- *Groups 1-5, recruit a mix of SEG across the groups*
- *Group 6, recruit mix within the group*

Q8. Who supplies your water?

United Utilities	1	CONTINUE
Any other water company	2	THANK & CLOSE
Not sure	3	THANK & CLOSE

Q9. And where do you live specifically?

Cumbria	1	CONTINUE – CHECK QUOTAS
Lancashire	2	CONTINUE – CHECK QUOTAS
Merseyside	3	CONTINUE – CHECK QUOTAS
Greater Manchester	4	CONTINUE – CHECK QUOTAS
Cheshire	5	CONTINUE – CHECK QUOTAS

Recruiter note:

- *Group 1 - Cumbria, Group 2 - Lancashire, Group 3 - Merseyside, Group 4 - Greater Manchester, Group 5 - Cheshire*
- *For group 6, aim for a mixture across all regions*

Q10. In which type of environment is your property situated?

READ OUT. CODE ONE ONLY.

Urban	1	CONTINUE – CHECK QUOTAS
Rural	2	CONTINUE – CHECK QUOTAS
Coastal	3	CONTINUE – CHECK QUOTAS

Recruiter note:

- *For groups 1-5, recruit at least 7 x customers from each geographic area type (coastal, rural, urban)*
- *For group 6, aim for mixture of locations*

Q11. How would you describe your ethnicity?

READ OUT. CODE ONE ONLY.

White British/English/Irish	1	CONTINUE – CHECK QUOTAS
White European/other	2	CONTINUE – CHECK QUOTAS
Black British/African/Other	3	CONTINUE – CHECK QUOTAS
Asian British/Indian/Pakistani/Bangladeshi/Other	4	CONTINUE – CHECK QUOTAS
Chinese	5	CONTINUE – CHECK QUOTAS
Any mixed background	6	CONTINUE – CHECK QUOTAS
Any other ethnic group (i.e., Arab)	7	CONTINUE – CHECK QUOTAS
Not sure	8	THANK & CLOSE

Recruiter note:

- *Please ensure there are at least 6 from non-White British backgrounds across the 6 groups*

Q12. How many children aged under 18 do you have who are still living at home?

READ OUT. CODE ONE ONLY.

None	1	Go to Q14
One	2	Go to Q13
Two	3	Go to Q13
Three or more	4	Go to Q13

Q13. And how old are each of your children?
READ OUT. CODE ONE ONLY PER COLUMN.

	Child one	Child two	Child three	Child four
0-1 years	1	1	1	1
2-3 years	2	2	2	2
3-5 years	3	3	3	3
6-10 years	4	4	4	4
11-18 years	5	5	5	5

Recruiter note:

- We are not placing quotas on life stage, but please capture and aim to recruit a mixture across the sessions

Code life-stage below:

Pre family	1	(Under 35 and no children at all)
Young Family	2	(25-44 WITH ALL children in the household under the age of 11)
Older Family	3	(35-54, have had children, none under 18 living at home)
Post Family	4	(55-64, have had children, none under 18 living at home)

Q14. Which best describes your living arrangements?
READ OUT. CODE ONE ONLY.

I own my property and the mortgage is paid off	1	CONTINUE - CHECK QUOTAS
I own my property and am paying off the mortgage	2	CONTINUE - CHECK QUOTAS
I rent my property privately	3	CONTINUE - CHECK QUOTAS
I rent my property through a housing association	4	CONTINUE - CHECK QUOTAS
I live with relatives e.g. with parents	5	CONTINUE - CHECK QUOTAS

Recruiter note:

- For groups 1-5, at least 22 of the sample to be homeowners (either with or without a mortgage) and at least 11 to be renters (either privately or through housing association)
- For group 6, all to be either renting privately (e.g. university halls, or student accommodation) or still living with relatives

Q15. And which of the following best describes your role in terms of paying the water bills in your household?
READ OUT. CODE ONE ONLY.

I am responsible/jointly responsible, and pay the bill directly	1	CONTINUE – CHECK QUOTAS
My water bill is included in my rental agreement	2	CONTINUE – CHECK QUOTAS
I have no responsibility	3	CONTINUE – CHECK QUOTAS

Recruiter note:

- All in groups 1-5 to be current bill payers (code 1)
- All in group 6 to not be responsible for their water bill, or to have their water bill included as part of their rental agreement (code 2 or 3)

Q16. And is your water supply metered or unmetered? (i.e. do you pay a fixed price regardless of your usage, or does your bill vary according to the volume of water you use?)

Metered	1	CONTINUE – CHECK QUOTAS
Unmetered	2	CONTINUE – CHECK QUOTAS
I’m not sure	3	CONTINUE – CHECK QUOTAS

Recruiter note:

- *For groups 1-5, ensure an equal split within each group of metered and unmetered customers (at least 3 of each)*

Q17. Do you consider yourself to have any of the following?

I have a physical disability e.g., Uses a wheelchair, walking stick, arthritis, uses an artificial limb, another mobility issue or physical condition (please ask).	CONTINUE
I have a chronic or debilitating physical illness.	CONTINUE
I have a mental health illness.	CONTINUE
I have a learning difficulty or disability that influences my ability to read or write e.g., dyslexia, dyspraxia.	CONTINUE
I have a visual impairment (i.e., partial blindness, struggle to read even with glasses, struggle to read menus or signs even with glasses, deteriorating peripheral vision, unable to drive due to vision, partial to full blindness in one eye).	CONTINUE
I have a hearing impairment e.g., must use a hearing aid to be able to hear.	CONTINUE
Memory impairment	CONTINUE
Speech impairment	CONTINUE
Social / behavioural impairment	CONTINUE
None of these	CONTINUE TO THE END OF THE SCREENER

Recruiter note:

- *We are not recruiting against quotas on this for these groups, but we’d like to capture spontaneous fallout*

ASK ALL THOSE WHO CODE 1-9 AT Q17

Q18. And how severely does that disability or impairment affect your everyday life would you say?

It severely affects my everyday life.	1	CONTINUE
It slightly affects my everyday life.	2	CONTINUE
It only occasionally affects my everyday life.	3	CONTINUE
It never affects my everyday life	4	CONTINUE

Recruiter note:

- *We are not recruiting against quotas on this for these groups, but we'd like to capture spontaneous fallout*

Q19. Does your condition / disability / difficulty affect your day-to-day life in any of the following ways?

SELECT ALL THAT APPLY

I struggle to do things around the house, e.g., cooking, cleaning	1	CONTINUE
I struggle to get out of the house alone	2	CONTINUE
I struggle to communicate with service providers (banks, utility providers, tv/phone/broadband providers etc.)	3	CONTINUE
I have a need for consistent access to water e.g. due to medical conditions or caring responsibilities	4	CONTINUE

Recruiter note:

- *We are not recruiting against quotas on this for these groups, but we'd like to capture spontaneous fallout*

Q20. What is your total household income?

Recruiter Note: 18-24 year olds may need to check this with an adult in the household

Less than £10,000	1	CONTINUE
£10,000 - £21,000	2	CONTINUE
£21,001 - £30,000	3	CONTINUE
Over £30,000	4	CONTINUE

Recruiter note:

- *We are not recruiting against quotas on this for these groups, but we'd like to capture spontaneous fallout*

Q21. On a scale of 1-10, where 1 is not at all concerned and 10 is extremely concerned, how concerned are you about the following?

Reducing carbon emissions	1-10	CONTINUE
Flooding	1-10	CONTINUE
Food prices	1-10	CONTINUE
Pollution	1-10	CONTINUE
Future gas supplies and energy prices	1-10	CONTINUE
The availability of future water supplies	1-10	CONTINUE
Conservation / loss and creation of natural habitats	1-10	CONTINUE

Recruiter note:

- Calculate individual's score totalling their scores to each of the above statements - aim to recruit respondents with a mixture of level of concern (at least 5 x respondents scoring 9-36, 5 x respondents scoring 37-63 and 5 x respondents scoring 64-90)

Q22. I'd now like you to say if you've ever experienced or noticed any of the following situations whilst living in the North West of England?

Discoloured water	CONTINUE
Poor water taste or odour	CONTINUE
Sewer flooding inside your property	CONTINUE
Sewer flooding outside but within your property boundary	CONTINUE
Low water pressure	CONTINUE
Restriction on how you can use water e.g. a hosepipe ban	CONTINUE
An instruction to boil your drinking water	CONTINUE
Interruptions to water supply	CONTINUE
Inconvenienced by limescale	CONTINUE
Sewer flooding outside of your property boundary	CONTINUE

Recruiter note:

- We are not recruiting against quotas on this for these groups, but we'd like to capture spontaneous fallout

Q23. Taking everything into account, how satisfied are you with United Utilities?
Please use a scale of 0-10, where 0 is extremely dissatisfied, 5 is neither satisfied nor dissatisfied and 10 is extremely satisfied.

0 - Extremely dissatisfied	CONTINUE – CHECK QUOTAS
1-4	CONTINUE – CHECK QUOTAS
5 - Neither satisfied nor dissatisfied	CONTINUE – CHECK QUOTAS
6-9	CONTINUE – CHECK QUOTAS
10 - Extremely satisfied	CONTINUE – CHECK QUOTAS

Recruiter note:

- We are not recruiting against quotas on this for these groups, but we'd like to capture spontaneous fallout

ALL - Recruiter Note:

- *Ensure all are comfortable with the prospect of attending a 90-minute online workshop where they will be required to interact with other people within a group setting*

Thank you for answering those questions. You are eligible to take part in this research.

This would involve you completing a pre task and attending a workshop group with other people like you, from this area. The pre task will take 10-15 minutes to complete and the workshop will last 1.5 hours, and you will be paid £x for your time (£x for the pretask and £x for the workshop)

All research will be conducted in accordance with MRS guidelines (*explain in detail*) and all opinions and comments will remain confidential and used for research purposes only.

For your participation you will receive £x. Is this something you would be interested in?

Respondent name: _____

Respondent mobile number: _____

Respondent e-mail address: _____

Respondent home address: _____

- PLEASE COLLECT EMAIL FOR PARTICIPANT TO BE SENT AN ONLINE PRE-TASK – must return this 48 hours before their session.
- Ask respondents to arrive ten minutes before the start of the session to ensure a prompt start
- THEY MUST BE IN A QUIET ROOM, TAKING PART ON A LAPTOP/PC NOT A PHONE, AND NOT BE DOING CHILDCARE
- Ensure that respondents can stay for the whole duration – please make it clear that respondents won't receive the full £XX incentive if they leave early
- All to bring reading glasses if required.
- Please ask respondents to turn off mobile phones during the session.
- **Please ensure all respondents are happy to be video recorded during the session**

RECRUITER DECLARATION:

I certify that I have carried out this interview under the rules of the Code of Conduct of the Market Research Society and in person with the respondent named, who was not previously known to me. I have followed the instructions and asked all questions in full, as required.

All the information herein is confidential and will not be disclosed to any other party.

RECRUITER NAME/NO: _____

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Signed: _____ Date: _____ 2023