



# WaterTalk: United Utilities DWMP Portal UX Research

RECRUITMENT SCREENER  
VERSION NUMBER 1

**VERVE**  
Energising Insight

20 OCTOBER 2022

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## Sample Definition

15 respondents total

- 7/8 to have taken part in previous DWMP research (November 2020)
- 7/8 to be ‘fresh’ respondents

Spread of age, gender, social demographic, technical ability, coastal, urban, rural location, regional spread (Cumbria, Liverpool, Cheshire, Manchester, Lancashire)

Mix of attitudes and behaviours around DWMP topics (natural fallout)

- **Risk/Economic:** People who are unlikely to engage with DWMP topics unless they were looking to identify threats to their property. They will be identified by their lack of contributions to their local community or action on environmental topics
- **Community:** People who may research DWMP topics motivated by a strong connection to their local community or have previously been personally impacted by sewer flooding. They will be identified by their actions within their community and their experience in the past of sewer flooding (this can be on their own property or within their community)
- **Environmentally focused:** People who may research DWMP topics motivated by their concerns for the environment and the natural world. They will be actively involved in environmental issues within their areas such as taking part in environmental activities or actively campaigning on environmental issues.

Scripting specifications			
Job code	6500	Qualitative depth interviews	DWMP Portal
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	If ‘Client List’, specify pipe ins	
Stimulus path			
Scripting tools	No		
Member Sat Qs (delete as appropriate)	No		
<b>Hard Quota table – for 3rd party sample only.</b> <i>Can delete sections if not applicable</i>			

Soft quotes on demographics	Gender	Male	50%	c.50
		Female	50%	c.50
	Age	21-34	32%	c.30
		35-54	35%	c.35
		55+	34%	c.35

## Screener invitation email

Subject line	We want your feedback
Pre header	Please register your interest
<p>Hi [FirstName],</p> <p>We would like to invite you to register your interest in our latest research project. We are looking for people to test a part of the United Utilities website that is under development. This will involve talking with one of our researchers over zoom where you will test the site and give feedback on what can be improved.</p> <p>The interview will last for one hour and will be carried out at a time of your choosing between 16th to 23rd May.</p> <p>If you are selected to take part and complete the interview, then you will receive a £50 Voucher Express voucher.</p> <p>What do I need to do now?</p> <p>Please click <a href="#">here</a> to answer a short survey to see if you are eligible for the interview.</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 &amp; the WaterTalk team</p>	

## Intro:

Pipe in age, gender, social demographic, household income, family status, measured, geographic location

Many thanks for your interest in our research about designing a part of the United utilities website. The research will involve talking to one of our researchers over Zoom (Zoom privacy policy) and allowing them to see your screen while you test a website. The conversation will be recorded and used for research purposes and everyone who is selected and completes an interview will receive £50 Voucher express voucher.

### ASK ALL SINGLE CODE

**Q1. How would you describe the area in which you live?**

1. 1. Urban
2. 2. Rural
3. 3. Coastal
4. 4. Inland

### ASK ALL MULTICODE RANDOMISE

**Q2. Which of these activities, if any, have you done in the last 12 months?**

*Please select all that apply.*

5. Walking
6. Cycling
7. Running
8. Sailing / yachting
9. Fishing
10. Bird watching
11. Wild swimming (i.e. in lakes, rivers, or the sea)
12. Surfing
13. None of these **HOLD. EXCLUSIVE**

### ASK ALL. FLY-IN. SINGLE CODE

**Q3. To what extent do you agree or disagree with these statements?**

*Please select one answer.*

### TOP BREAKS – RANDOMISE

1. I really value my local natural environment
2. I often make use of green spaces / countryside in my local area
3. I spend time volunteering to conserve and protect my local area
4. I like spending time close to the water, such as the sea, rivers, lakes and reservoirs
5. I think it's essential that United Utilities do everything they can to take good care of the natural environment they operate in

## DOWNBREAKS

1. Strongly disagree
2. Slightly disagree
3. Neither agree nor disagree
4. Slightly agree
5. Strongly agree

## ASK ALL. MULTICODE. RANDOMISE 1-4

**Q4. Which, if any, of these drainage and wastewater management issues have you ever personally been affected by?**

*Please select all that apply.*

1. Flooding in streets and public areas
2. Flooding in the home or garden
3. Blocked drains in the area that are not on your property but caused unpleasant smells
4. Poor drainage in streets / public areas
5. Polluted in natural waters that you use recreationally (i.e. the sea, rivers, lakes or reservoirs)
6. Other (please specify) OPEN
7. None of the above
8. Not sure

## ASK ALL CODE 1 OR 2 AT Q3

**Q4b. Was the flooding that you were personally affected by related to...?**

### TOPBREAK.

1. Flooding in streets and public areas
2. Flooding in the home or garden

### DOWNBREAK. SINGLECODE

1. Sewer flooding (i.e. flooding caused by overflowing, blocked or collapsed drains)
2. Non-sewer flooding (i.e. caused by a burst pipe on your property, appliance malfunction etc.)
3. Both sewer *and* non-sewer flooding
4. Don't know

## ASK ALL. OPEN ENDED

**Q5. What do you know about drainage and wastewater management in your local area? By this we mean how United Utilities works to minimise the flooding, drainage and pollution risks mentioned in the previous question.**

**Include as much detail as possible and how you came across this information**

## ASK ALL. SINGLE CODE

**Q5. How likely would you be to visit a United Utilities website to find out about the drainage, wastewater and environmental risks and improvements in your local area?**

1. Not at all likely
2. Not very likely

3. Quite likely
4. Very likely
5. Don't know / Can't say

## ASK ALL MULTICODE DO NOT RANDOMISE

**Q6. To take part in this research, please can you confirm which technology devices you have access to?**

1. A laptop computer
2. A desktop computer
3. A tablet (e.g. iPad, Samsung Galaxy table)
4. A smartphone
5. None of the above **EXCLUSIVE**

## ASK ALL SINGLE CODE

**Q7a. How would you rate your technical ability when it comes to using online tools?**

1. Very confident
2. Somewhat confident
3. Neither confident nor unconfident
4. Somewhat unconfident
5. Very unconfident

**Q7b. Do you think you may need technical support if you were to take part in the research via Zoom?**

1. Yes
2. No

**Q8a. To take part in the research, we'll need to contact you by phone to arrange a time for your interview. This will only be used to arrange your interview and will not be kept after the research. Your phone number will only be used if you are selected to take part**

**Are you happy to share your phone number with us?**

1. Yes
2. No – this means you won't be able to take part in the research – **SCREENOUT**

**Q8b Please enter your phone number in the box below**

**OPEN CODE, FORCED, SHOW BOXES FOR TELEPHONE NUMBER**

## Thank you

Closing text

## SCREENOUT MESSAGE

Thank you for your time today. Unfortunately, you don't fit the criteria to take part in this specific research. We will be doing many more research projects soon, so please keep an eye out for more research project invitations in the near future

## COMPLETE MESSAGE

Thank you for sharing your views today and expressing an interest in our research. Please note places are limited, so unfortunately, we cannot invite everyone to take part. We will be in touch if you have been selected to take part in the next stage. You will be notified by telephone by Friday 20<sup>th</sup> May at the latest so listen out for our call