



QUAL QUESTIONNAIRE: GENERAL PUBLIC, FUTURE BILLS & VULNERABLE

Case No (office use only)					Project Title : United Utilities LTDS Customer Ambitions
PwC Research Interviewer No:					Job No :
Interview Date : (must be completed)	dd/mm/yy				Attended :
					Yes No
					Interview length (must complete)

PLEASE COMPLETE ADDRESS DETAILS ON BACK PAGE

<p>D1 GENDER (QUOTA)</p> <table style="width: 100%; border: none;"> <tr><td style="width: 30px;"></td><td style="width: 60px;">Male</td><td style="width: 10px; text-align: center;">1</td></tr> <tr><td></td><td>Female</td><td style="text-align: center;">2</td></tr> <tr><td></td><td>Other</td><td style="text-align: center;">3</td></tr> <tr><td></td><td>Prefer not to say</td><td style="text-align: center;">4</td></tr> </table> <p style="color: red; font-weight: bold; margin-top: 10px;">RECRUIT AN EVEN SPLIT</p> <p>D2 AGE (QUOTAS)</p> <table style="width: 100%; border: none;"> <tr><td style="width: 30px;"></td><td style="width: 60px;">18-24</td><td style="width: 10px; text-align: center;">1</td></tr> <tr><td></td><td>25-34</td><td style="text-align: center;">2</td></tr> <tr><td></td><td>35-44</td><td style="text-align: center;">3</td></tr> <tr><td></td><td>45-54</td><td style="text-align: center;">4</td></tr> <tr><td></td><td>55-64</td><td style="text-align: center;">5</td></tr> <tr><td></td><td>65+</td><td style="text-align: center;">6</td></tr> </table> <p style="margin-top: 10px;"><i>Please write in actual age</i> <input style="width: 100px; height: 20px; border: 1px solid black;" type="text"/></p> <p style="color: red; font-weight: bold; margin-top: 10px;">SEE CRITERIA DOC FOR QUOTAS</p> <p>D3 SOCIAL CLASS (QUOTA)</p> <table style="width: 100%; border: none;"> <tr><td style="width: 30px;"></td><td style="width: 60px;">AB</td><td style="width: 10px; text-align: center;">1</td></tr> <tr><td></td><td>C1</td><td style="text-align: center;">2</td></tr> <tr><td></td><td>C2</td><td style="text-align: center;">3</td></tr> <tr><td></td><td>DE</td><td style="text-align: center;">4</td></tr> </table> <p style="color: red; font-weight: bold; margin-top: 10px;">SEE CRITERIA DOC FOR QUOTAS</p> <p>D4 EMPLOYMENT STATUS</p> <table style="width: 100%; border: none;"> <tr><td style="width: 30px;"></td><td style="width: 60px;">Working full time</td><td style="width: 10px; text-align: center;">1</td></tr> <tr><td></td><td>Working part time</td><td style="text-align: center;">2</td></tr> <tr><td></td><td>Self employed</td><td style="text-align: center;">3</td></tr> <tr><td></td><td>Stay at home parent</td><td style="text-align: center;">4</td></tr> <tr><td></td><td>Student</td><td style="text-align: center;">5</td></tr> <tr><td></td><td>Not currently working</td><td style="text-align: center;">6</td></tr> <tr><td></td><td>Retired</td><td style="text-align: center;">7</td></tr> </table> <p style="color: red; font-weight: bold; margin-top: 10px;">RECRUIT A MIX</p> <p>D5 WHICH INDUSTRY/SECTOR DO YOU WORK IN:</p> <p style="margin-top: 10px;"><i>Please write in sector</i> <input style="width: 100px; height: 20px; border: 1px solid black;" type="text"/></p>		Male	1		Female	2		Other	3		Prefer not to say	4		18-24	1		25-34	2		35-44	3		45-54	4		55-64	5		65+	6		AB	1		C1	2		C2	3		DE	4		Working full time	1		Working part time	2		Self employed	3		Stay at home parent	4		Student	5		Not currently working	6		Retired	7	<p>D6 ETHNICITY (QUOTAS)</p> <table style="width: 100%; border: none;"> <tr><td style="width: 30px;"></td><td style="width: 60px;">White</td><td style="width: 10px;"></td></tr> <tr><td></td><td>British</td><td style="text-align: center;">1</td></tr> <tr><td></td><td>Irish</td><td style="text-align: center;">2</td></tr> <tr><td></td><td>Polish</td><td style="text-align: center;">3</td></tr> <tr><td></td><td>Other Eastern European (please specify)</td><td style="text-align: center;">4</td></tr> <tr><td></td><td>Other White (please specify)</td><td style="text-align: center;">5</td></tr> <tr><td colspan="3"><hr/></td></tr> <tr><td></td><td>Mixed</td><td></td></tr> <tr><td></td><td>White and Black Caribbean</td><td style="text-align: center;">6</td></tr> <tr><td></td><td>White and Black African</td><td style="text-align: center;">7</td></tr> <tr><td></td><td>White and Asian</td><td style="text-align: center;">8</td></tr> <tr><td></td><td>Other Mixed</td><td style="text-align: center;">9</td></tr> <tr><td colspan="3"><hr/></td></tr> <tr><td></td><td>Asian or Asian British</td><td></td></tr> <tr><td></td><td>Indian</td><td style="text-align: center;">10</td></tr> <tr><td></td><td>Pakistani</td><td style="text-align: center;">11</td></tr> <tr><td></td><td>Bangladeshi</td><td style="text-align: center;">12</td></tr> <tr><td></td><td>Other Asian</td><td style="text-align: center;">13</td></tr> <tr><td colspan="3"><hr/></td></tr> <tr><td></td><td>Black or Black British</td><td></td></tr> <tr><td></td><td>Afro – Caribbean</td><td style="text-align: center;">14</td></tr> <tr><td></td><td>African</td><td style="text-align: center;">15</td></tr> <tr><td></td><td>Other Black</td><td style="text-align: center;">16</td></tr> <tr><td colspan="3"><hr/></td></tr> <tr><td></td><td>Chinese or other ethnic groups</td><td></td></tr> <tr><td></td><td>Chinese</td><td style="text-align: center;">17</td></tr> <tr><td></td><td>Other ethnic group</td><td style="text-align: center;">18</td></tr> </table> <p>D7 WHO IS THE CHIEF INCOME EARNER IN THE HOUSEHOLD.</p> <table style="width: 100%; border: none;"> <tr><td style="width: 30px;"></td><td style="width: 60px;"></td><td style="width: 10px;"></td><td style="width: 10px;"></td></tr> <tr><td></td><td style="text-align: right;">Yourself</td><td></td><td style="text-align: center;">1</td></tr> <tr><td></td><td style="text-align: right;">Other</td><td></td><td style="text-align: center;">2</td></tr> </table> <p style="color: red; font-weight: bold; margin-top: 10px;">N.B HOUSEHOLD MAY NOT BE WORKING</p> <p>D8 OCCUPATION OF CHIEF INCOME EARNER</p> <p style="margin-top: 10px;"><input style="width: 100px; height: 20px; border: 1px solid black;" type="text"/></p> <p>D9 TYPE OF INDUSTRY/FIRM OF CHIEF INCOME EARN</p> <p style="margin-top: 10px;"><input style="width: 100px; height: 20px; border: 1px solid black;" type="text"/></p>		White			British	1		Irish	2		Polish	3		Other Eastern European (please specify)	4		Other White (please specify)	5	<hr/>				Mixed			White and Black Caribbean	6		White and Black African	7		White and Asian	8		Other Mixed	9	<hr/>				Asian or Asian British			Indian	10		Pakistani	11		Bangladeshi	12		Other Asian	13	<hr/>				Black or Black British			Afro – Caribbean	14		African	15		Other Black	16	<hr/>				Chinese or other ethnic groups			Chinese	17		Other ethnic group	18						Yourself		1		Other		2
	Male	1																																																																																																																																																											
	Female	2																																																																																																																																																											
	Other	3																																																																																																																																																											
	Prefer not to say	4																																																																																																																																																											
	18-24	1																																																																																																																																																											
	25-34	2																																																																																																																																																											
	35-44	3																																																																																																																																																											
	45-54	4																																																																																																																																																											
	55-64	5																																																																																																																																																											
	65+	6																																																																																																																																																											
	AB	1																																																																																																																																																											
	C1	2																																																																																																																																																											
	C2	3																																																																																																																																																											
	DE	4																																																																																																																																																											
	Working full time	1																																																																																																																																																											
	Working part time	2																																																																																																																																																											
	Self employed	3																																																																																																																																																											
	Stay at home parent	4																																																																																																																																																											
	Student	5																																																																																																																																																											
	Not currently working	6																																																																																																																																																											
	Retired	7																																																																																																																																																											
	White																																																																																																																																																												
	British	1																																																																																																																																																											
	Irish	2																																																																																																																																																											
	Polish	3																																																																																																																																																											
	Other Eastern European (please specify)	4																																																																																																																																																											
	Other White (please specify)	5																																																																																																																																																											
<hr/>																																																																																																																																																													
	Mixed																																																																																																																																																												
	White and Black Caribbean	6																																																																																																																																																											
	White and Black African	7																																																																																																																																																											
	White and Asian	8																																																																																																																																																											
	Other Mixed	9																																																																																																																																																											
<hr/>																																																																																																																																																													
	Asian or Asian British																																																																																																																																																												
	Indian	10																																																																																																																																																											
	Pakistani	11																																																																																																																																																											
	Bangladeshi	12																																																																																																																																																											
	Other Asian	13																																																																																																																																																											
<hr/>																																																																																																																																																													
	Black or Black British																																																																																																																																																												
	Afro – Caribbean	14																																																																																																																																																											
	African	15																																																																																																																																																											
	Other Black	16																																																																																																																																																											
<hr/>																																																																																																																																																													
	Chinese or other ethnic groups																																																																																																																																																												
	Chinese	17																																																																																																																																																											
	Other ethnic group	18																																																																																																																																																											
	Yourself		1																																																																																																																																																										
	Other		2																																																																																																																																																										



DATE OF DEPTH/GROUP :	TIME OF DEPTH/GROUP :	TYPE :	LOCATION :
-----------------------	-----------------------	--------	------------

INTRODUCTION: Good morning/afternoon/evening, my name is from PwC Research. We are conducting some research for United Utilities, a local water and wastewater provider, to understand customer views, long term priorities, and expectations.

The research will involve taking part in an online video interview (either in a 120 minute group or 75 minute in depth interview) with a trained researcher. Following this, you may be asked to take part in a further stage of the research, which would consist of a 15 minute follow up interview. You will receive £XX as a thank you for taking part.

The interview will be conducted in English - you will need to speak and write fluent English - are you interested in taking part?

Q0	<p>Before we can proceed, I need to let you know that the details you provide to us will be used for this specific research project and for no other purpose.</p> <p>READ OUT TO ALL: Your participation in this research is optional. By agreeing to take part, your personal details (including any audio, video and typed up transcripts of interviews) will be held securely on our systems for 12 months. After this point, your personal data will be permanently deleted from our systems.</p> <p>For more information on how we store and use your personal data, please see our Privacy Statement: https://www.pwcresearch.com/uc/privacystatement/</p> <p>If you wish to speak to someone in relation to this study, please contact Katie Jones - katie.x.jones@pwc.com (+44 7967 707174)</p> <p>Are you happy for us to proceed and therefore happy for us to process your personal data for the purposes of this research as further described in the Privacy Statement and key information above?</p>		
	Yes	(S) 1	Q1
	-----	----	----
	No	2	T&C
	No and I do not want to be contacted again, please remove my details	3	----
	-----	----	----
	I'm not sure – I need more information	4	Provide link
	IF CODE 2 OR 3, THANK AND CLOSE. IF CODE 3, RECRUITER TO FLAG WITH PROJECT MANAGER		



<p>Q1 Firstly, can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?</p>	<p>(M) 1 2 3 4 5 ----- 6</p>	<p>T&C ----- Q2</p>
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN THAT PARTICULAR INDUSTRY</p>		
<p>Q2 And have you attended any discussions for the purpose of market research during the past 6 months?</p>	<p>(S) 1 ----- 2</p>	<p>T&C ----- Q3a</p>
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</p>		
<p>Q3a Which county in the UK do you currently live in?</p>	<p>(S) 1 2 3 4 5 ----- 6</p>	<p>Q3b ----- T&C</p>
<p>NOTE - RECRUITER TO ASK FOR TOWN AND POSTCODE.</p> <div data-bbox="126 1447 603 1523" style="border: 1px solid black; height: 34px; width: 299px; margin: 10px 0;"></div> <ul style="list-style-type: none"> ● GROUPS 1-8: A MIX OF PARTICIPANTS FROM ACROSS ALL 5 COUNTIES - REPRESENTATION FROM AT LEAST 3 IN EACH ● VULNERABLE INTERVIEWS: AT LEAST 2 PARTICIPANTS PER COUNTY AREA. ● VULNERABLE INTERVIEWS: 1 PARTICIPANT TO BE FROM BORDER AREAS. 		



<p>Q3b Would you describe where you live as...</p>	<p>(S) 1 2 3 4 5 6</p>	
<p>Q4a What is your current living situation?</p> <p style="text-align: right;">I am currently living at home with my parents 1</p> <p style="text-align: right;">I am currently at University where my water bill is included in the rental agreement 2</p> <p>-----</p> <p style="text-align: right;">I live on my own 3</p> <p style="text-align: right;">I live with friends 4</p> <p style="text-align: right;">I live with my partner 5</p> <p style="text-align: right;">I live with my partner and children 6</p> <p style="text-align: right;">I live with my children 7</p> <p style="text-align: right;">Other (PLEASE SPECIFY) 8</p> <p>GROUPS 1-8 (GENERAL PUBLIC): MIX OF CODES 3-7 GROUPS 9-10 (FUTURE CUSTOMERS): MUST CODE 1 OR 2 AND FULFIL AGE QUOTA DEPTHS 1-12 (VULNERABLE): MIX OF CODES 3-7</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO IS NOT INVOLVED IN DECISIONS FOR THEIR HOUSEHOLD UTILITIES</p>	<p>1 2 ----- 3 4 5 6 7 8</p>	<p>Q4b Q5 --- Q4b</p>
<p>Q4b What involvement, if any, do you have in dealing with your water supplier and paying your water bill?</p>	<p>(S) 1 2 --- 3</p>	<p>Q5 --- (*)</p> <p>ALL ‘GENERAL PUBLIC’ GROUPS AND ‘VULNERABLE’ DEPTHS TO CODE 1 OR 2 ALL ‘FUTURE CUSTOMERS’ TO CODE 3.</p>



<p>Q5 Who is your current water supplier?</p> <p style="text-align: right;">United Utilities Other</p> <p>ALL TO BE A UNITED UTILITIES CUSTOMER</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO IS NOT A UNITED UTILITIES WATER CUSTOMER</p>	<p>(S) 1 2</p>	<p>Q6 T&C</p>																																																
<p>Q6 Please select which best describes your current water supply:</p> <p style="text-align: right;">Metered water supply Unmetered water supply Don't know</p> <p>NOTE - RECRUIT AN MIX OF 'METERED' AND 'UNMETERED' CUSTOMERS</p>	<p>(S) 1 2 3</p>	<p>Q7</p>																																																
<p>Q7 I am going to read out several factors. For each factor, please can you tell me whether you are:</p> <table border="1" data-bbox="167 996 1331 1765"> <thead> <tr> <th></th> <th>Not at all concerned (1)</th> <th>Slightly unconcerned (2)</th> <th>Neither concerned nor unconcerned (3)</th> <th>Slightly concerned (4)</th> <th>Extremely concerned (5)</th> </tr> </thead> <tbody> <tr> <td>Reducing carbon emissions (*)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Flooding (*)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Food prices</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Pollution (*)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Future gas supplies and energy prices</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>The availability of future water supplies (*)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Conservation / loss and creation of natural habitats (*)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>RECRUIT BASED ON ENGAGEMENT: PART ONE</p> <p>USE THE POINTS GIVEN IN THE TABLE ABOVE (E.G. SLIGHTLY UNCONCERNED = 2 POINTS) TO WORK OUT THE PARTICIPANTS TOTAL SCORE. ONLY ADD UP THE SCORES FOR THE OPTIONS HIGHLIGHTED IN YELLOW.</p> <p>'ENGAGED' = TOTAL SCORE OF 24+</p> <p>'UNENGAGED' = TOTAL SCORE 5-23</p>		Not at all concerned (1)	Slightly unconcerned (2)	Neither concerned nor unconcerned (3)	Slightly concerned (4)	Extremely concerned (5)	Reducing carbon emissions (*)						Flooding (*)						Food prices						Pollution (*)						Future gas supplies and energy prices						The availability of future water supplies (*)						Conservation / loss and creation of natural habitats (*)						<p>(S) 1 ---- 2 ---- 3 ---- 4</p>	<p>Q8</p>
	Not at all concerned (1)	Slightly unconcerned (2)	Neither concerned nor unconcerned (3)	Slightly concerned (4)	Extremely concerned (5)																																													
Reducing carbon emissions (*)																																																		
Flooding (*)																																																		
Food prices																																																		
Pollution (*)																																																		
Future gas supplies and energy prices																																																		
The availability of future water supplies (*)																																																		
Conservation / loss and creation of natural habitats (*)																																																		



<p>Q8 How often do you read your water bill statements?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Every month 1</p> <p style="text-align: right;">Every three months 2</p> <p style="text-align: right;">Every six months 3</p> <p style="text-align: right;">Once a year or less 4</p> <p style="text-align: right;">Never 5</p> <p>RECRUIT BASED ON ENGAGEMENT: PART ONE 'ENGAGED' = CODES 1-3; 'UNENGAGED' = CODES 4-5</p>		Q9
<p>Q9 In general, how often do you contact United Utilities?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Every month 1</p> <p style="text-align: right;">Every three months 2</p> <p style="text-align: right;">Every six months 3</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Once a year or less 4</p> <p style="text-align: right;">Never 5</p> <p>RECRUIT BASED ON ENGAGEMENT: PART TWO ENGAGED = CODES 1-3; UNENGAGED = CODES 4-5</p> <p>GENERAL PUBLIC AND FUTURE CUSTOMER GROUPS: SKIP TO Q16 VULNERABLE CUSTOMER DEPTHS: GO TO Q10</p>		Q10
<p>We would like to make sure that we speak to a broad mix of people, and so have a couple of additional questions to ask about your personal circumstances</p>		
<p>Q10 Have you been in contact with United Utilities for any of the following:</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Additional needs with communication e.g. reading or understanding bills 1</p> <p style="text-align: right;">Need for consistent access to water e.g. due to medical conditions or caring responsibilities 2</p> <p style="text-align: right;">None of the above 3</p> <p>DEPTH 7&8: RECRUIT 1 PARTICIPANT PER DEPTH FROM THOSE THAT CODE 2 (IE, NEED FOR CONSISTENT ACCESS TO WATER)</p>		Q11
<p>Q11 Approximately, what is the current total value of your households annual income (i.e. the combined income of all occupants, including benefits, before tax, and before housing costs)? Please note that the information provided will be treated in the strictest confidence.</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Under £5k 1</p> <p style="text-align: right;">£5k – £9,999k 2</p> <p style="text-align: right;">£10k – £13,999k 3</p> <p style="text-align: right;">£14k – £21k 4</p> <p style="text-align: right;">Over £21k 5</p> <p>Low income definition: Part One Small households (1-3 people) to have total household income under £14k (Code 1-3) Larger households (3+) people to have total household income under £21k (Code 4)</p>		Q12



<p>Q12 Thinking about your financial situation more generally now, which of the following describes you best?</p> <p style="text-align: right;">I feel comfortable paying my bills and don't struggle to make the payments (S)</p> <p style="text-align: right;">I am generally able to pay my bills each month, but I sometimes struggle to find the money 1</p> <p style="text-align: center;">-----</p> <p style="text-align: right;">I find it hard to pay my bills/make my credit repayments every month and frequently have missed/late payment 2</p> <p style="text-align: right;">I'm not able to make my repayments/pay my bills every month 3</p> <p style="text-align: right;">4</p> <p>Low Income definition: Part Two DEPTH 5&6: RECRUIT 1 PARTICIPANT PER DEPTH FROM THOSE THAT CODE 3 OR 4 (RECRUIT A MIX OF CODES 3 & 4)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p>	<p>T&C</p> <p>-----</p> <p>Q13</p>
<p>Q13 Which of the following brands does your water and sewerage services fall into? (NB: The monthly amount assumes that the bill is paid over a 12-month period)</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Less than £13 per month (Less than £150 per year) 1</p> <p style="text-align: right;">£13-16 per month (£151-£200 per year) 2</p> <p style="text-align: right;">£17-£20 per month (£201-£250 per year) 3</p> <p style="text-align: right;">£21-£25 per month (£251-£300 per year) 4</p> <p style="text-align: right;">£26-£29 per month (£301-£350 per year) 5</p> <p style="text-align: right;">£30-£33 per month (£351-£400 per year) 6</p> <p style="text-align: right;">£34-£37 per month (£401-£450 per year) 7</p> <p style="text-align: right;">£38-£41 per month (£451-£500 per year) 8</p> <p style="text-align: right;">£42-£45 per month (£501-£550 per year) 9</p> <p style="text-align: right;">£46-£50 per month (£551-£600 per year) 10</p> <p style="text-align: right;">£51-£54 per month (£601-£650 per year) 11</p> <p style="text-align: right;">£55-£58 per month (£651-£700 per year) 12</p> <p style="text-align: right;">£59-£62 per month (£701-£750 per year) 13</p> <p style="text-align: right;">£63-£66 per month (£751-£800 per year) 14</p> <p style="text-align: right;">Over £66 per month (Over £800 per year) 15</p> <p style="text-align: right;">I'm not sure 16</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p>	
<p>Q14 Please indicate which, if any, of the conditions or impairments listed below affect you. Your response will be kept completely confidential. (Note: please code all respondents' responses, respondent can code more than one condition / impairment)</p> <p style="text-align: right;">(M)</p> <p style="text-align: right;">Learning disability 1</p> <p style="text-align: right;">Memory impairment (e.g. cognitive disorder or dementia) 2</p> <p style="text-align: right;">Low literacy 3</p> <p style="text-align: right;">Hearing impairment (e.g. Deafness or partial hearing) 4</p> <p style="text-align: right;">Visual Impairment (e.g. Blindness or partial sight) 5</p> <p style="text-align: right;">Mental health condition 6</p> <p style="text-align: right;">Physical/mobility disability 7</p> <p style="text-align: right;">Speech impairment 8</p> <p style="text-align: right;">Social/behavioural impairment (e.g. Autism Asperger's syndrome or Attention Deficit Disorder) 9</p> <p style="text-align: right;">Prefer not to say 10</p> <p style="text-align: right;">None of the above 11</p> <p>DEPTH 3 & 4: RECRUIT 1 PARTICIPANT PER DEPTH FROM THOSE THAT CODE 7 (MOBILITY ISSUES) DEPTHS 9 & 10: RECRUIT 1 PARTICIPANT PER DEPTH FROM THOSE THAT CODE 6 (MENTAL HEALTH CONDITIONS)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p>	



Q15 I am going to read out a series of statements. For each statement, please can you tell me whether you:

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I don't want to use technology					
I lack confidence using technology / internet					
I lack digital skills					
I have a poor signal / internet connectivity					
I have worries about security when using digital technology					
I am put off by the cost of accessing digital services (i.e. device / service cost)					
I can't afford to pay for the cost of accessing digital services (ie, device / service cost)					
I live in an area where I can't get access to digital services (ie, rural location with no connection)					

Q16

DEPTHS 1, 2, 11 & 12: RECRUIT 1 PARTICIPANT PER DEPTH THAT IS DIGITALLY EXCLUDED. USE THE POINTS GIVEN IN THE TABLE ABOVE (E.G. DISAGREE = 2 POINTS) TO WORK OUT THE PARTICIPANTS TOTAL SCORE FOR DIGITAL EXCLUSION (IE, THOSE THAT SCORE 25 - 35 POINTS)

FOR THE PURPOSE OF MARKET RESEARCH

We are conducting some research about your views and expectations of United Utilities long term priorities and would like to invite you to take part.

GENERAL PUBLIC GROUPS / FUTURE CUSTOMERS GROUPS: This will involve a 2 hour online group discussion. There will also be the possibility of a short follow up interview.

VULNERABLE CUSTOMER DEPTHS: This will involve a 75 minute online interview (or we can conduct some as telephone interviews if this method is preferred / more suitable). There will also be the possibility of a short 15 minute follow up interview.

You will receive £XX as a thank you for taking part. Would you be interested in taking part?



<p>Q16</p>	<p>MUST BE ASKED OF ALL There will be a follow up stage to this research involving a proportion of respondents to take part in a 15 minute telephone interview.</p> <p>Would you be happy for us to re-contact you again in the future about taking part in further stages of this research project?</p> <p style="text-align: right;">Yes 1 No 2</p> <p>RECORD ALL RESPONSES (NOT A CONDITION FOR RECRUITMENT)</p>	<p>(S) 1 2</p>	<p>Q17</p>
<p>Q17</p>	<p>MUST BE ASKED OF ALL -</p> <p>We will be video recording the discussion.</p> <p>This is for market research purposes only and will not be put into the public domain i.e. it will not be shared with the media or on social media.</p> <p>It may be shared with United Utilities but they will only use the footage internally and they will not use it for marketing or share it externally.</p> <p style="text-align: right;">I am happy for the discussion to be recorded ----- I am not happy for the discussion to be recorded</p>	<p>(S) 1 2</p>	<p>Q18 T&C</p>
<p>Q18</p>	<p>Do you have internet access at home?</p> <p style="text-align: right;">Yes 1 No 2</p> <p>NOTE - WE WILL SEEK TO ACCOMMODATE THOSE WITHOUT INTERNET ACCESS VIA TELEPHONE INTERVIEWS</p>	<p>(S) 1 2</p>	<p>Q19</p>
<p>Q19</p>	<p>We will need to share some information with you on the screen during the interview, so you will need to join the call using a tablet or laptop ideally - What device will you be completing the interview on?</p> <p style="text-align: right;">Laptop 1 Tablet 2 Smartphone 3</p> <p>NOTE- WE WILL POST STIMULUS TO ANY PARTICIPANTS COMPLETING ON A SMARTPHONE</p>	<p>(S) 1 2 3</p>	
<p>Q20</p>	<p>The market research project has been classified as highly confidential. I understand the confidential nature of the information I may receive as part of the market research and I agree not to disclose or discuss such information with anyone outside of the research session</p> <p style="text-align: right;">Agree 1 Disagree 2</p>	<p>(S) 1 2</p>	<p>T&C</p>



ALL MUST AGREE NOT TO DISCLOSE OR DISCUSS THE RESEARCH OUTSIDE OF THE RESEARCH SESSION

Thank and close – inform respondent that they may be contacted as part of our quality control procedure to check that this interview has been carried out in accordance with the MRS Code of Conduct.

Was this interview supervised/accompanied?

Yes 1
No 2

Supervisor Signature :

Supervisor print name :

I DECLARE THAT THIS INTERVIEW WAS CONDUCTED ACCORDING TO THE INSTRUCTIONS GIVEN, AND THE MRS CODE OF CONDUCT, WITH A PERSON WHO WAS NOT KNOWN TO ME.

Signed :

Print :

PLEASE CHECK YOU HAVE PUT YOUR INTERVIEWER NUMBER ON THE TOP AND THE INTERVIEW DATE

PLEASE COMPLETE THE NAME AND ADDRESS SECTION ON THE FOLLOWING PAGE. FOR DATA PROTECTION PURPOSES THIS WILL BE REMOVED ONCE THE RESEARCH IS COMPLETE

PLEASE COMPLETE ADDRESS DETAILS IN BLOCK CAPITALS

NAME :

ADDRESS :

POST CODE (*Please collect this as minimum*) :

CONTACT NO :

EMAIL ADDRESS :

Could also potentially ask question about customer priorities regarding the environment and climate change, whether they use our assets for recreation (ie lakes), and whether they've experienced any issues with UU before (ie flooding, interruptions to supply)