



## **INTRODUCTION**

*Hello, my name is \_\_\_\_\_ and I am working on behalf of an independent market research agency called DJS Research. We have been commissioned by United Utilities to find out customers views on climate change, how this can impact on water and sewerage services and how United Utilities can tackle the impact of climate change.*

*We are looking for people to take part in a one to one Zoom or telephone discussion that will last 1 hour. Don't worry, you don't need to be an expert on climate change to take part, we will be showing customers information and asking them to comment on it.*

*As a 'thank you' for taking part in the interview we would like to offer you £30. This will be paid by Bank Transfer.*

*We do hope you will be interested in being part of this research and we are sure you will find it an enjoyable experience. Market research such as this is not associated with selling, we are interested only in your views and opinions, and everything you say will remain confidential; our client only receives the results of the research in a summary format. Let me reassure you that no names will be passed on to any third parties. (If respondents have any concerns please provide them with a freephone number to ring The Market Research Society - 0500 396 999*

**Q1 Would you be interested in taking part in our research?**

Yes .....  CONTINUE

No .....  **CLOSE**

***CLASSIFICATION QUESTIONS***

**Q2 Are you a customer of United Utilities?**

Yes .....  CONTINUE

No .....  CONTINUE IF 16-24

Don't know.....  CONTINUE IF 16-24

**To ensure that we speak to a variety of people, could I just ask you a few questions about you and your household?**

**Q3 Could you please tell me, what was your age on your last birthday?**

\_\_\_\_\_ (please write in)

**Recruiter notes:**

Mix of ages

**Q4 Are you the sole or joint bill payer in your household?**

Yes .....  CONTINUE

No .....  THANK & CLOSE

**Recruiter notes:**

All should be solely or jointly responsible for paying the bill.

**Q5 Are you an employee of United Utilities?**

Yes .....  THANK & CLOSE

No .....  CONTINUE

**Recruiter notes:**

No UU employees to be recruited to any of the depths

**Q6 Gender of respondent?**

(Do not read out)

Female .....  RECRUIT A MIX

Male .....  RECRUIT A MIX

**Recruiter notes:**

Recruit a mix of age

**Q7** Apart from you, who else lives in your household?

Just me.....  RECRUIT A MIX

My partner .....  RECRUIT A MIX

My child/children.....  RECRUIT A MIX

Friends .....  RECRUIT A MIX

Extended family .....  RECRUIT A MIX

Other .....  RECRUIT A MIX

**Q8 Could you please tell me YOUR OCCUPATION / OCCUPATION OF THE CHIEF WAGE EARNER IN HOUSEHOLD**

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Can I ask what qualifications/apprenticeships/degree (if police or forces probe for rank or grade) **you / the chief wage earner** holds (PLEASE SPECIFY IN FULL):

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How many staff **you / the chief wage earner** responsible for:

**Recruiter please complete SEG based on the information gleaned above:**

<b>SEG Grade</b>	<b>Job description</b>	<b>Quota</b>
<b>A</b>	Very senior managerial positions (large organisations) and professional occupations	CONTINUE
<b>B</b>	Senior managerial; business owners. Middle management in large organisations	CONTINUE
<b>C1</b>	Small employers; junior management and other non-manual occupations	CONTINUE
<b>C2</b>	Skilled manual workers e.g. served apprenticeships, special qualifications or certificates	CONTINUE
<b>D</b>	Semi-skilled and unskilled workers	CONTINUE
<b>E</b>	Casual workers; unemployed and otherwise not working	CONTINUE

**Recruiter notes:**

Recruit a mix

**Q9 Which of the following best describes your ethnicity?**

**READ OUT: White (then probe to code)**

British .....  CONTINUE

Irish.....  CONTINUE

Gypsy or Irish Traveller.....  CONTINUE

Other White background.....  CONTINUE

**READ OUT: Mixed/Multiple Ethnic Groups (then probe to code)**

White and Black Caribbean .....  CONTINUE

White & Black African.....  CONTINUE

White & Asian.....  CONTINUE

Other Mixed background.....  CONTINUE

**READ OUT: Asian/Asian British (then probe to code)**

Indian .....  CONTINUE

Pakistani.....  CONTINUE

Bangladeshi.....  CONTINUE

Chinese.....  CONTINUE

Other Asian Background.....  CONTINUE

**READ OUT: Black African/Caribbean/British (then probe to code)**

African .....  CONTINUE

Caribbean.....  CONTINUE

Other Black/African/Caribbean background.....  CONTINUE

**READ OUT: Other (then probe to code)**

- Arab .....  CONTINUE
- Other ethnic group.....  CONTINUE
- Prefer not to say.....  CONTINUE

**Recruiter notes:**

Min 2 BAME participants

**Q10 Could you tell me which religious faith you follow or practise?**

- Christian.....  CONTINUE
- Buddhist.....  CONTINUE
- Hindu.....  CONTINUE
- Jewish.....  CONTINUE
- Islam.....  CONTINUE
- Sikh.....  CONTINUE
- Other (please write in) .....  CONTINUE
- None.....  CONTINUE
- Prefer not to say .....  CONTINUE

**Q11 Do you or anyone in your household have a long-term illness, health problem or disability which limits your/their daily activities or the work you/they can do?**

- Yes self .....  CONTINUE
- Yes other.....  CONTINUE
- No.....  CONTINUE
- Don't know/prefer not to say.....  CONTINUE

**Q12 United Utilities wants everyone to feel included in this research. We know that some people experience barriers and we want to ensure that they are involved.**

**Could you please indicate which, if any, of the following barriers or conditions you or someone in your household have?**

**You can choose more than one. If you don't want to answer the question, you can choose 'prefer not to say'.**

Serious/Chronic illness .....  CONTINUE

Poor mobility e.g. physical impairment, restricted movement.....  CONTINUE

Mental health issues .....  CONTINUE

Other (please write in).....  CONTINUE

None of the above.....  CONTINUE

Prefer not to say.....  CONTINUE

**Recruiter notes:**

Recruit a min of 3 who are codes 1-3, ideally with a mix across those 3

**Q13 Would you describe where you live as**

An urban town or city.....  CONTINUE

Suburban.....  CONTINUE

Rural town .....  CONTINUE

Rural village/hamlet.....  CONTINUE

**Q14 Is where you live coastal?**

Yes.....  CONTINUE

No.....  CONTINUE



**Q15 Do you have a water meter in your home?**

Yes .....

RECRUIT A MIX

No .....

RECRUIT A MIX

**Recruiter notes:**

Recruit a mix

**ASK ALL**

**Q16 On a scale of 1-10 where 10 is extremely and 1 is not at all, how much would you say you are concerned about the impact of climate change?**

Don't know.....

THANK & CLOSE

**Recruiter notes:**

Recruit a mix of 1-10 in terms of concern.

***SUITABILITY QUESTIONS***

**Q17 Do you have a means of regularly accessing the internet via a computer, laptop, or tablet? (Please note that smartphones are not suitable for this research.)**

Yes .....

CONTINUE

No .....

CONTINUE TO Q19

Prefer not to say.....

THANK & CLOSE

**ALL RESPONDENTS WHO DO HAVE ACCESS (Q17/1)**

**Q18 Which of the following best describes how confident you feel about using computers?**

- Very confident .....  CONTINUE TO Q20
- Fairly confident .....  CONTINUE TO Q20
- Not very confident.....  CONTINUE
- Not at all confident.....  CONTINUE
- Don't know.....  THANK & CLOSE

**ALL RESPONDENTS WHO ARE NOT VERY OR NOT AT ALL CONFIDENT USING COMPUTERS (Q18/3-4)**

**Q19 Would you prefer a telephone discussion rather than using your computer to have the discussion?**

- Yes.....  **NOTE DOWN FOR TELEDEPTH  
CONTINUE TO Q20, THANK & CLOSE & RECRUIT**
- No.....  THANK & CLOSE

**Q20 Do you, or does anyone in your family, work in any of the following areas or organisations or have done so in the past?**

**Read out. CODE ALL THAT APPLY close if ANY coded**

- Advertising.....  THANK & CLOSE
- Journalism.....  THANK & CLOSE
- Marketing/PR.....  THANK & CLOSE
- Market Research.....  THANK & CLOSE
- Water and wastewater company.....  THANK & CLOSE
- None of the above .....  CONTINUE

**Q21 Have you ever taken part in a market research telephone or online discussion before?**

**(Code one option only)**

Yes.....  CONTINUE

No.....  GO TO Q24

**ASK ALL THOSE WHO CODED YES AT Q21**

**Q22 When was the last time you took part in a market research online or telephone discussion such as this?**

**(Code one option only)**

Within the last six months.....  CLOSE

Over six months ago.....  GO TO Q23

**ASK ALL THOSE WHO CODED 'OVER SIX MONTHS AGO' AT Q22**

**Q23 What topic was discussed in the market research telephone or online discussion you took part in?**

**Probe for answer. Close if respondent has taken part in research on a similar subject**

**Recruiter notes:**

No more than one respondent who has taken part in any kind of market research in the past. This must have been more than six months ago and not on a similar subject

**AGREEMENT TO VIDEO RECORDING & CLIENT ATTENDEES**

**Q24 The session you are being invited to will be (Zoom: VIDEO/ Telephone: AUDIO) recorded for analysis purposes, this video will not be passed on to the client or any third party. Are you happy to take part in the research on this basis?**

Yes.....  CONTINUE

No.....

THANK&CLOSE

**PLEASE THANK & RECRUIT RESPONDENT**

- **Please ensure each respondent is provided with a confirmation letter/email (with date and time)**
- **Please provide the office with written confirmation of the respondent details AT LEAST TWO DAYS BEFORE THE DATE OF THE DEPTH using the template provided (please provide full details for each question rather than coded answers)**