



## 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 an online focus group discussion that will last 1.5 hours You would be joined by four or five other people and be asked to share your views and opinions with the group. 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 £50. 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

### Quotas overview

<b>Focus Group</b>	<b>Quota SEG</b>	<b>Quota Age</b>	<b>Quota Metered</b>	<b>Environmental attitudes</b>	<b>Date &amp; Time</b>	<b>Moderator</b>
Group 1 – urban town or city	ABC1	25-44	Mix	Mix	8 <sup>th</sup> Dec 6.15	CE
Group 2 – rural town/village/hamlet	ABC1	45+	Mix	Mix	9 <sup>th</sup> Dec 6.15	AS
Group 3 – urban town or city	C2DE	45+	Mix	Mix	10 <sup>th</sup> Dec 6.15	AS
Group 4 – rural town/village/hamlet	C2DE	25-44	Mix	Mix	15 <sup>th</sup> Dec 6.15	CE
Group 5 (future bill payers)	ABC1C2D	16-24	N/A	Mix	16 <sup>th</sup> Dec 6.15	FW

**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:**

Group 1 & 4: All respondents must code between 25-44 yrs

Group 2 & 3: All respondents must code over 45 yrs

Group 5: All respondents must code between 16-24

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

Yes .....  CONTINUE

No .....  RECRUIT IF GROUP 5 ONLY

**Recruiter notes:**

Only group 5 can code no for this and all being recruited for group 5 *should* code this

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

Yes .....  THANK AND CLOSE

No .....  CONTINUE

**Recruiter notes:**

No UU employees to be recruited to any of the groups

**Q6 Gender of respondent?**

(Do not read out)

Female .....  RECRUIT A MIX

Male .....  RECRUIT A MIX

**Recruiter notes:**

50/50 SPLIT BY GENDER

**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:**

SEG Grade	Job description	Quota
<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:**

Group 1 & 2: All respondents must code A, B or C1 – no more than 2 of any

Group 3 & 4: All respondents must code C2, D or E – no more than 2 of any

Group 5: All respondents must code A, B, C1, C2 or D

**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:**

Recruit a mix to each group

**Q10 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

**Q11. 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
- Learning disabilities .....  CONTINUE
- Temporarily recovering after being in hospital or having an operation.....  CONTINUE
- Recovering after a major life event (e.g. divorce/separation, loss of job/serious financial difficulties, recent child birth .....  CONTINUE

Blind or partially sighted, or have a hearing or speech impairment.....  CONTINUE

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

None of the above.....  CONTINUE

Prefer not to say.....  CONTINUE

**Q12 Would you describe where you live as**

An urban town or city.....  CONTINUE

Suburban.....  CONTINUE

Rural town .....  CONTINUE

Rural village/hamlet.....  CONTINUE

**Recruiter notes:**

Group 1 & 3: All respondents must code urban town/city/suburban

Group 2 & 4: All respondents must code rural town/village/hamlet

Group 5: Recruit a mix

**Q13 Is where you live coastal?**

Yes.....  CONTINUE

No.....  CONTINUE

**Recruiter notes:**

Recruit a mix



**DO NOT ASK FOR GROUP 5**

**Q14 Do you have a water meter in your home?**

Yes .....  RECRUIT A MIX

No .....  RECRUIT A MIX

**Recruiter notes:**

Recruit a mix across all groups.

**ASK ALL**

**Q15 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 across all groups.

***SUITABILITY QUESTIONS***

**Q16 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 .....  SEE NOTE AFTER **Q17**

Prefer not to say.....  THANK & CLOSE

**ALL RESPONDENTS WHO DO HAVE ACCESS (Q16/1)**

**Q17 Which of the following best describes how confident you feel about using computers?**

Very confident .....  CONTINUE

Fairly confident .....  CONTINUE

Not very confident.....  SEE NOTE AFTER Q18

Not at all confident.....  SEE NOTE AFTER Q18

Don't know.....  THANK & CLOSE

**Recruiter notes:**

If respondent is BAME (Q9) and/or has a mental/physical disability at Q11 ASK Q18 to see if they want to do a Zoom/telephone depth. If they don't qualify, thank & close.

**ALL RESPONDENTS WHO ARE NOT VERY OR NOT AT ALL CONFIDENT USING COMPUTERS (Q17/3-4)**

**Q18 At the moment, we are looking for people who are confidently able to participate in an online focus group but we're also conducting one to one telephone interviews or interviews via Zoom. Would you be willing to potentially take part?**

Yes.....  NOTE DOWN FOR TELEDEPTH DEPTH  
CONTINUE TO Q19, THANK & CLOSE & RECRUIT

No.....  THANK & CLOSE

**Q19 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

**Q20 Have you ever taken part in a market research focus group before?**

**(Code one option only)**

Yes.....  CONTINUE

No.....  GO TO Q23

**ASK ALL THOSE WHO CODED YES AT Q20**

**Q21 When was the last time you took part in a market research focus group such as this?**

**(Code one option only)**

Within the last six months.....  CLOSE

Over six months ago.....  GO TO Q22

**ASK ALL THOSE WHO CODED 'OVER SIX MONTHS AGO' AT Q21**

**Q22 What topic was discussed in the market research focus group you took part in?**

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

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**Recruiter notes:**

No more than two respondents per group to have 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

**Q23 How would you describe yourself in a group situation with people you don't know?**

- (a) I get really nervous and tend to be quieter than usual .....  THANK & CLOSE
- (b) It wouldn't bother me I'd listen to other people, but I'd also make sure I got my point across.....  CONTINUE
- (c) I'd probably be the first one to speak, I am quite outspoken when I have a view on something.....  CONTINUE
- (d) I'd probably feel happier to sit back and listen to others rather than say something different to everyone else .....  THANK & CLOSE

**Q24 If you won the lottery tomorrow, what would you do with your winnings?**

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**Recruiter notes:**

All respondents must be confident and happy to fully participate in a lively group discussion. They should be able to answer Q24 creatively and articulately.

**AGREEMENT TO VIDEO RECORDING & CLIENT ATTENDEES**

**Q25 The session you are being invited to will be VIDEO 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

**Q26** The session you are being invited to may be observed by one or more clients, they will simply observe the group and take a few notes. 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 GROUPS using the template provided (please provide full details for each question rather than coded answers)**