

WaterTalk Questionnaire: Shadow Metering

Scripting specifications				
Job code & Project	4694 Shadow Metering			
Market & Languages				
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input checked="" type="checkbox"/> External sample provider <input type="checkbox"/> Open link	If 'Client List', specify any variables client will provide for routing and/or analysis		
Stimulus path	\\verfil02\Company\1. Client\1. Existing Clients\United Utilities\2. Projects\2. Live\4694 Shadow Metering\5. Quant\1. Questionnaire\Stimulus			
Member Sat Qs	Yes			
Hard Quota table – for 3 rd party sample only.				
Overall target	1000			
	Code name	Question	Target %	Target
Gender	Male	S4=1	49%	490
	Female	S4=2	51%	510
Age	18-34	QAGEGROUP1 = 1	28%	280
	35-54	QAGEGROUP1 = 2	35%	350
	55+ -	QAGEGROUP1 = 3	37%	370
Region	Greater Manchester	S5=4	38%	380
	Lancashire	S5=5	21%	210
	Merseyside	S5=3	20%	200
	Cheshire	S5=2	14%	140
	Cumbria	S5=1	7%	70

Project timings:

Draft questionnaire	Tuesday 12 th January
Questionnaire signed off	Thursday 14 th January
Scripting and testing	Friday 15 th – Tuesday 19 th January
Fieldwork	Wednesday 20 th – Tuesday 26 th January
Draft report to UU	Tuesday 2 nd February

Invite text

Subject line Share your thoughts on new customer information from United Utilities

Dear [INSERT NAME]

Firstly, the team at WaterTalk hope that you and your loved ones are safe and well.

We appreciate that a lot is happening in the world at the moment. If you can find 10 minutes to take part in a new survey to help United Utilities understand your thoughts on some potential new information for customers relating to water and metering services, then we would really appreciate your input and hopefully it will be a welcome distraction.

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

Survey details

Prize draw: Chance to win one of four £25 VEX vouchers in the prize draw

Closing date: 9.30am on Tuesday 26th January

Survey length: 10 minutes

Please let us know if you have any questions by emailing @watertalkunitedutilities.com

Many thanks for your time and input,

The WaterTalk team

Reminder text

Subject line	Last chance to share your thoughts on new customer information from United Utilities
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Dear [INSERT NAME]

Firstly, the team at WaterTalk hope that you and your loved ones are safe and well.

There is still time to share your thoughts on some potential new United Utilities information for customers relating to water and metering services, and we would really appreciate your input and hopefully it will be a welcome distraction.

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

Survey details

Prize draw: Chance to win one of four £25 VEX vouchers in the prize draw

Closing date: 9.30am on Tuesday 26th January

Survey length: 10 minutes

Please let us know if you have any questions by emailing @watertalkunitedutilities.com

Many thanks for your time and input,

The WaterTalk team

SURVEY INTRO:

Many thanks for taking part in our survey. The aim of this survey is to help United Utilities understand your thoughts on some ideas how to communicate new customer information.

Some of what you see in this survey is highly confidential, so please do not share it with anyone else.

Please click on the 'NEXT' button below to get started.

PART 1: SCREENING / CONTEXT

ASK ALL EXTERNAL. SINGLE CODE. RANDOMISE 1-3

S1. Do you own the property you live in, or do you rent?

1. Own property (either outright or have a mortgage)
2. Rent (privately) **SCREENOUT**
3. Rent (through council/housing association) **SCREENOUT**
4. Other, please specify **ANCHOR. SCREENOUT**

[SCREENOUT MESSAGE]

Sorry, we're looking for a specific type of individual for this survey. Thank you for wanting to take part and we look forward to hearing from you in future surveys.

ASK ALL EXTERNAL. SINGLE CODE

S2. Do you currently have a water meter installed at your home?

1. Yes **SCREENOUT**
2. No
3. Don't know **SCREENOUT**

[SCREENOUT MESSAGE]

Sorry, we're looking for a specific type of individual for this survey. Thank you for wanting to take part and we look forward to hearing from you in future surveys.

ASK ALL EXTERNAL

S3. How old are you?

[DESIGN NOTES; NUMERICAL BUT RESTRICT TO A MAXIMUM OF 100. PLEASE SCREENOUT AND SHOW SCREENOUT MESSAGE IF BELOW 18]

HIDDEN VARIABLE QAGEGROUP1:

1. 18 – 34
2. 35 – 54
3. 55+

[SCREENOUT MESSAGE]

Sorry, we're looking for a specific type of individual for this survey. Thank you for wanting to take part and we look forward to hearing from you in future surveys.

ASK ALL EXTERNAL. SINGLE CODE

S4. Are you...?

1. Male
2. Female
3. Prefer not to say

ASK ALL EXTERNAL. SINGLE CODE

S5. Where do you live?

1. Cumbria
2. Cheshire
3. Merseyside
4. Greater Manchester
5. Lancashire
6. Other / prefer not to say **SCREENOUT**

[SCREENOUT MESSAGE]

Sorry, we're looking for a specific type of individual for this survey. Thank you for wanting to take part and we look forward to hearing from you in future surveys.

ASK ALL. SINGLE CODE

S6. Are you aware as to whether you have a lead water supply pipe at your property?

1. Yes, I/we currently have a lead water supply pipe at this property
2. I/we had a lead water supply pipe in the past but have had it replaced
3. No, I/we do not have a lead water supply pipe at this property
4. I don't know whether I/we have a lead water supply pipe at this property

PART 2: COMMS EVALUATION

[DESIGN NOTES: RESPONDENTS ALLOCATED TO ANSWER Q_x – Q_x FOR ONE CONCEPT BASED ON A LEAST FILL BASIS (N=1000, 500 PER CELL MINIMUM):

- **GENDER (MALE / FEMALE)**
- **AGE (18 – 34 / 35-54 / 55+)**
- **REGION]**

Cell 1	Cell 2
Short letter	Long letter

SHOW TO ALL. FIRST INTRO:

We would like to get your feedback on some new customer information that United Utilities intends to send to customers.

Please carefully review the below letter as we will ask you some questions about it over the next few screens.

[DESIGN NOTES; INSERT STIMULUS]

Please click 'Next' to continue.

ASK ALL. FORCE RESPONSE

Q1. Which of the following best describes how you currently feel after having gone through the letter?

1. Happy (**INSERT EMOTICON**)
2. Reassured (**INSERT EMOTICON**)
3. Angry (**INSERT EMOTICON**)
4. Confused (**INSERT EMOTICON**)
5. Frustrated (**INSERT EMOTICON**)
6. Disinterested (**INSERT EMOTICON**)
7. Indifferent (**INSERT EMOTICON**)
8. None of the above

[DESIGN NOTES; INSERT STIMULUS EACH CODE]

ASK THOSE CODING 1-7. OPEN TEXT BOX. FORCE RESPONSE

Q1a. You said that you are feeling (INSERT Q1 CODE**). Why did you say this?**

ASK ALL. OPEN TEXT BOX. FORCE RESPONSE

Q2. In your own words, what do you think the key points of the letter are?

Please click [here](#) to remind yourself of the letter.

ASK ALL. GRID QUESTION. SINGLE CODE PER ROW

Q3. How easy is it to understand the following aspects of the letter?

Please click [here](#) to remind yourself of the letter.

ROWS – RANDOMISE

1. The lowest bill guarantee
2. What the work will involve
3. The purpose of the work
4. Lead pipe replacement
5. What to do if you have any questions

COLUMNS

1. Not at all easy to understand
2. Not very easy to understand
3. Quite easy to understand
4. Very easy to understand

ASK ALL. GRID QUESTION. SINGLE CODE PER ROW

Q4. How clear are the following aspects of the letter?

Please click [here](#) to remind yourself of the letter.

ROWS – RANDOMISE

1. The lowest bill guarantee
2. What the work will involve
3. The purpose of the work
4. Lead pipe replacement
5. What to do if you have any questions

COLUMNS

1. Not at all clear
2. Not very clear
3. Quite clear
4. Very clear

QUESTION Q5 AND Q6 TO BE SHOWN ON SAME PAGE.

ASK ALL.

Q5. Please tell us in your own words what you like about the letter, in as much detail as you can.

OPEN TEXT BOX WITH 'DON'T KNOW / CAN'T SAY' OPTION

Q6. And please tell us what you dislike or would improve about the letter, in as much detail as you can.

OPEN TEXT BOX WITH 'DON'T KNOW / CAN'T SAY' OPTION

ASK ALL. DRAG AND DROP

Q7. Which of the following points relating to the letter do you think are true and which are false?

Please drag the options into the relevant boxes.

CARDS – RANDOMISE

1. Replacing lead water supply pipes is optional for customers
2. Customers' lead water supply pipes can be replaced for free
3. United Utilities will switch me to meter charges even if it won't lower my bill
4. I need to be at home while the work is being done
5. The work will help United Utilities identify leaks on the network
6. My water will only be switched off for a short time during the work
7. I will be able to compare my water usage against my current fixed bill
8. It is my choice whether or not I am switched to meter charges
9. United Utilities will reduce my bill if meter charges are lower than my current fixed bill

BUCKETS

1. True
2. False

ASK ALL. SINGLE CODE. FLY-IN STATEMENTS

Q8. Please indicate whether you agree or disagree with each of the statements below.

TOP BREAKS – RANDOMISE

1. The points made were believable
2. The points made were relevant to me
3. It made me want to find out more about this roll-out of water meters
4. It would make me want to contact United Utilities
5. I would feel reassured that United Utilities was considering my best interests
6. I like that I would have the option of switching to meter charges if they were cheaper
7. I trust United Utilities are doing this for the right reasons

DOWN BREAKS

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

ASK ALL. SINGLE CODE

Q9. How does this letter affect your opinion of United Utilities, if at all?

Please click [here](#) to remind yourself of the letter.

1. Much less positive
2. Somewhat less positive
3. No different
4. Somewhat more positive
5. Much more positive

ASK ALL. OPEN

Q10. Please tell us in your own words why the letter makes you feel [INSERT RESPONSE FROM Q9] towards United Utilities, in as much detail as you can.

OPEN TEXT BOX WITH 'DON'T KNOW / CAN'T SAY' OPTION

ASK ALL

Q11. There is an alternative [**INSERT 'longer' IF CELL 1, 'shorter' IF CELL 2**] version of the letter that United Utilities is considering sending to customers instead of the one you have already seen today.

Please review the below letter and let us know if you would prefer to receive the short or the long version.

[DESIGN NOTES; INSERT STIMULUS. SINGLE CODE. RANDOMISE ORDER OF STIMULUS.]

1. Short letter
2. Long letter

INTRO:

We would now like to show you a leaflet that will accompany the letter – please carefully review the below as we will ask you some questions about it over the next few screens.

[DESIGN NOTES; INSERT STIMULUS]

Please click 'Next' to continue.

ASK ALL. SINGLE CODE

Q12. How easy is it to understand the key points of the leaflet?

Please click [here](#) to remind yourself of the leaflet.

1. Not at all easy to understand
2. Not very easy to understand
3. Quite easy to understand
4. Very easy to understand

ASK ALL. SINGLE CODE

Q13. How clear are the key points of the leaflet?

Please click [here](#) to remind yourself of the leaflet.

1. Not at all clear
2. Not very clear
3. Quite clear
4. Very clear

ASK ALL. SINGLE CODE

Q14. After seeing these comms today, would you have any concerns about United Utilities fitting water meters outside customers' homes?

1. Yes (please specify)
2. No

ASK ALL. SINGLE CODE

Q15. And is there anything missing from the comms you have seen today that you think United Utilities needs to include before sending to customers?

1. Yes (please specify)
2. No

ASK ALL. SINGLE CODE

Q15a. In the leaflet, it states that you would be offered a free 'home water health check', whereby someone from United Utilities will visit your home to make sure there are no leaks. How interested would you be in receiving this 'free home water health check' from United Utilities?

1. Not at all interested
2. Not very interested
3. Quite interested
4. Very interested

ASK ALL WITH LEAD PIPE (S6=1). SINGLE CODE

Q16. How interested would you be in having your lead water supply pipe replaced with a plastic pipe free of charge?

5. Not at all interested
6. Not very interested
7. Quite interested
8. Very interested

PART 3: ADDITIONAL PROFILING

SHOW TEXT ON SEPARATE SCREEN BY ITSELF

Finally, just a few more questions about you to help us put your answers into context.

ASK ALL. SINGLE CODE

Q17. Does the property you live in have a garden?

1. Yes, there is a garden that I/we actively maintain (e.g. that you regularly or occasionally water)



Water for the North West



2. Yes, there is a garden but I/we do not actively maintain it (e.g. you do **not** regularly or occasionally water it)
3. No, I/we do not have a garden

ASK ALL. SINGLE CODE

Q18. How many cars/other motor vehicles do you have in your household?

1. 1 car/other motor vehicle
2. 2 cars/other motor vehicles
3. 3 or more cars/other motor vehicles
4. I/we do not have any cars or motor vehicles

ASK ALL. SINGLE CODE

Q19. Please could you confirm which household situation best applies to you?

1. Living on my own (children have left home)
2. Living on my own (no children)
3. Living on my own with children under 18
4. Living with partner/spouse (children have left home)
5. Living with partner/spouse (no children)
6. Living with partner/spouse with children under 18
7. Living with other adult family members that are aged 18 or older (e.g. adult children, parents and/or elderly relatives)
8. Living with other adults that are non-family members e.g. friends/flatmates

END TEXT: Thanks for your time today, that's all the questions we have. We really appreciate your feedback!