

Sample definition

All members of WaterTalk and to append the following categories for selection:

- Gender (QA1 profiling survey)
- Age (QA2 profiling survey)
- Working status (QA3 profiling survey)
- Homeowners (QA4 profiling survey)
- Household status (QA6 profiling survey)
- Number of children (QA7 profiling survey)
- SEG (household income – QA8 profiling survey)
- Vulnerability (QA13)
- Primary / Shared account holder (QA14 / QA14b profiling survey)
- Region (variables held on database)
- Measured/Unmeasured

Information for Verve operations and scripting

Scripting specifications

Job code	4889	Project	Asset Health 2021
Wave	N/A	Market(s)	N/A
Previous path	N/A		
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> List/Client sample <input type="checkbox"/> 3 rd Party <input type="checkbox"/> Open link	If 'List', specify pipe ins	All panel members
Stimulus path			
Scripting tools	N/A		
Target criteria			

Research timings	Stage	Timings
	Kick off meeting	Friday 22 nd January
	Agree sample spec	Monday 25 th January
	Sign off recruitment questionnaire	Tuesday 26 th January
	Development of research materials	Monday 25 th January onwards
	Launch recruitment	Thursday 28 th January (AM)
	Agree research materials	Tuesday 2 nd February
	Online discussion groups	Wednesday 3 rd – Wednesday 10 th February
	Analysis and reporting	Monday 1 st February onwards
	Draft report complete	Wednesday 17 th February
	Final report available and debrief ready	Friday 19 th February
Quant stage	Additional three weeks	
Proposed group composition (where numbers allow) for selection	Suggested group breakdown where volume/availability allows:	
	<ul style="list-style-type: none"> • Group 1: Younger/lower income <ul style="list-style-type: none"> ○ 18-34 ○ Household income under 30k • Group 2: Older/lower income <ul style="list-style-type: none"> ○ 35+ ○ Household income under 30k • Group 3: Younger/higher income <ul style="list-style-type: none"> ○ 18-34 ○ Household income over 30k • Group 4: Older/higher income <ul style="list-style-type: none"> ○ 18-34 ○ Household income over 30k <p>We will use other variable so to ensure a broad spread in the groups, including home ownership.</p>	

Invite text

Subject line Take part in an online Zoom discussion and help us to plan how United Utilities manages its assets

Dear [INSERT NAME]

We're excited to invite you to register your interest to take part in an online discussion group about how United Utilities manage and pay for all of the assets they use to deliver services to their customers. We are really keen to get your feedback.

They will be fun and interactive sessions, designed to help you have a say in how United Utilities manages its assets. We will provide you with a short document to read before the session to give you some context. Apart from that, you just need to bring along your thoughts and energy!

We're running the sessions via Zoom between **Wednesday 3rd February and Monday 8th February** and we hope you are available to take part in one of the discussions running within this period. Discussions will last up to 90 minutes.

If selected and you take part, you will receive a **£40 Voucher Express voucher** as a thank you for your time.

[CLICK HERE TO TAKE PART]

Having problems accessing the survey? Please click here.

Please let us know if you have any questions by emailing [helpdesk email address].

Many thanks for your time and input,

Claire
Community Manager

INTRO TEXT: Thank you for your interest in taking part in the upcoming online discussion groups for United Utilities. We have a few questions to ask you – they should only take 3-4 minutes to complete – please click next to continue.

NB. Some demographic questions are already held on the panel. Please review the Sample definition to see greater detail of this.

ASK ALL

MULTI CODE

RANDOMISE

S1. Which of the following things have you done in the past 2 years?

1. Bought a new smartphone to replace an existing one
2. Paid for a new boiler to be installed in my home
3. Bought a new car to replace an existing one
4. Had a new roof installed on my home

ASK ALL

OPEN TEXT BOX

S2. Have you made any other major investments in personal or home assets (major purchases) that were to replace existing items? That is, to replace something (rather than buying something that you didn't already own).

FREE TEXT BOX

ASK ALL

SINGLE CODE

S4. How important would you say each of the following issues is to you personally?

COLUMNS, SINGLE CODE

1. Very important
2. Quite important
3. Neither
4. Not very important
5. Not at all important

ROWS, RANDOMISE

1. Ensuring that everything in my home is in good working order, regardless of the cost
2. Ensuring there is a supply of clean water in my region now and in the future
3. Keeping my household bills as low as possible

ASK ALL

SINGLE CODE

S5. The research project we would like to invite you to take part in is an online video discussion group about some of the decisions that United Utilities needs to make to ensure that it can manage its assets in a sustainable way for the future.

The discussions will last up to 90 minutes and will be lively and interactive! As a thank you for taking part in this project we will send you a **£40 Voucher Express voucher**.

Sessions will be taking place on **Wednesday 3rd February, Friday 5th February and Monday 8th February**; groups will be held at 16.30pm and 18.00pm. *We'll ask for your specific availability in the next question and, if interested and available, we will be in touch to confirm a suitable time for you.* Please note places are limited and we cannot guarantee everybody will be able to take part.

By taking part in the group discussion, you agree for Verve to use a recorded video of the session for the purpose of internal research and analysis. You can view Verve's privacy policy [here](#).

If selected, the video interviews will be conducted using Verve's trusted third-party platform, Zoom. Your name and email address may be shared with Zoom in order to arrange time to participate and for you to access the discussion. For more information, please visit <https://zoom.us/privacy>.

You will need to use a laptop/desktop or a good sized tablet to take part, so that you are able to see the messages that we will be showing you.

Videos will never be shown publicly and will only be used for internal research purposes by Verve and United Utilities.

Are you available and happy for us to share your details with Zoom, and in addition share the anonymised video discussion with United Utilities for research purposes only?

1. Yes, I am available and I am happy for you to share my name and email address with Zoom, and for the anonymised video discussion to be shared with United Utilities
2. No, I am either unavailable, or not willing for you to share my details and responses from the video discussion **SCREENOUT**

SCREENOUT MESSAGE

Thank you very much for taking part in this survey. We're sorry to hear that you are unavailable to take part in this research. However, please continue to apply for our research projects as there will be many more in the future.

ASK IF S5 = 1

MULTICODE

S6. Thanks for your interest in taking part! From the following list of dates and time slots, please indicate the dates and times you are able to take part. If selected, we will contact you on Monday 16th November at the latest to confirm your date and group time.

Please select all dates and times you are available to take part.

1. Wednesday 3rd February at 16.30pm

2. Friday 5th February at 16.30pm
3. Monday 8th February at 16.30pm
4. Monday 8th February at 18.00pm
5. None of the above **EXCLUSIVE, SCREENOUT**

SCREENOUT MESSAGE

Thank you very much for taking part in this survey. We're sorry to hear that you are unavailable to take part in this research. However, please continue to apply for our research projects as there will be many more in the future.

ASK IF S6 = NOT 6

S3. Please provide a suitable telephone number to reach you on if we need to confirm your attendance. Note: This will only be used to contact you with regards to these discussions and not for any other purpose. This information will be erased once the project has finished.

1. Telephone number **[OPEN. NUMERIC FORMAT. FORCE]**

THANK YOU

Thank you very much for your interest. If you are selected to participate in this research, you will receive an email with further instructions shortly. If you are not selected on this occasion, please make sure you look out for future emails as there will be plenty of research projects to get involved with in the future.

Reminder text

Subject line REMINDER: Take part in an online Zoom discussion and help us to design some communications

Dear [INSERT NAME]

We're excited to invite you to register your interest to take part in an online discussion group about water meters and to help us design some communications.

Whatever your views on water meters, we're really keen to get your feedback.

They will be fun and interactive sessions, designed to help you have a say on how United Utilities communicates with its customers. There will no preparation for the sessions required, just bring your thoughts and energy!

We're running the sessions via Zoom between **Tuesday 17th November and Thursday 19th November** and we hope you are available to take part in one of the discussions running within this period. Discussions will last up to an hour and a quarter.

If selected and you take part, you will receive a **£35 Voucher Express voucher** as a thank you for your time.

[CLICK HERE TO TAKE PART]

Having problems accessing the survey? Please click here.

Please let us know if you have any questions by emailing [helpdesk email address].

Many thanks for your time and input,

Claire
Community Manager