

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)

Information for Verve operations and scripting

Scripting specifications

Job code	5317	Project	Sewer Flooding Experience
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	<ul style="list-style-type: none"> • All to have experienced sewer flooding on their property - a result of a blockage, as far as they are aware • None to be currently in dispute/making an insurance claim with UU due to the incident • Priority to be given to those incidents that are most recent to ensure good recall • Mix of those that have experienced internal vs external flooding 		

	<ul style="list-style-type: none"> • Mix of gender, life stage and geographical location within the UU catchment
<p>Research timings</p>	<ul style="list-style-type: none"> • Commission and setup meeting Thursday 29th April • Recruitment screener to UU Friday 30th April • Screener signed off Tuesday 4th May • Discussion guide delivered to UU Wednesday 5th May • Recruitment begins Thursday 6th May • Participant selection with UU Midday Monday 10th May • Contact participants EOP Monday 10th May • Discussion guide signed off Tuesday 11th May • Fieldwork Wednesday 12th May • Analysis and reporting Thursday 13th – Monday 17th May • Draft report delivered EOP Monday 17th May • Final report and debrief Wednesday 19th May • Debrief TBC Wednesday 19th May onwards
<p>Proposed group composition (where numbers allow) for selection</p>	<p>As in target criteria above, we will select according to the best fit.</p>

Invite text

Subject line Take part in a Zoom discussion to share your experiences of sewer flooding

Dear [INSERT NAME]

We're going to be running an interactive Zoom discussion group on Wednesday 12th May to understand customers' experiences of **sewer flooding**. If you've experienced this on or near your home, **we're really keen to hear from you**.

The session will be an opportunity for you to tell the story of your experience, as well as discuss some of the factors surrounding why such flooding occurs and how United Utilities can better support customers that experience this. We'll also be looking to develop some creative messaging about how customers can help to minimise the risk of such flooding happening in the future.

It should be an interesting and lively discussion of around 90 minutes, and we'll be asking people to bring their thoughts and any pictures they have to the session.

Places are limited, but if you are selected to take part you will receive a **£40 Voucher Express voucher** as a thank you for your time.

[CLICK HERE TO REGISTER YOUR INTEREST]

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 group on sewer flooding for United Utilities. We have a few questions to ask you – they should only take 3-4 minutes to complete.

We know that experiencing sewer flooding is extremely unpleasant, which is why we want to talk to customers, and we have a few questions about your experience first of all.

Please click next to continue.

ASK ALL

SINGLE CODE

S1. Have you ever experienced sewer flooding *at or near* your home?

Sewer flooding is when sewage or foul water leaks from the sewerage system through pipes, drains or manholes or floods up through toilets, sinks or showers inside a building.

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

SCREENOUT MESSAGE

Thank you very much for taking part in this survey. We're only looking to talk to people that have experienced sewer flooding at or near their homes. Please look out for other opportunities to take part in research in the near future.

ASK ALL

MULTICODE

S2. In which of the following locations did you experience the sewer flooding? *Please select all that apply.*

1. Inside my home
2. In my garden
3. On the street just outside my home
4. On the street in an area local to me
5. Elsewhere (please specify)

ASK ALL

SINGLE CODE

S3. How long ago was this experience of sewer flooding? If you have experienced it more than once, please tell us how long ago the experience *closest to your home* was.

1. In the last six months
2. In the last six to 12 months
3. Between one year and two years ago
4. Between two years and three years ago
5. More than three years ago

ASK ALL

SINGLE CODE

S4. To the best of your knowledge, what was the main cause of the sewer flooding?

1. A sewer blockage
2. Heavy rainfall overloading the sewers
3. Sewer damage/collapse
4. Don't know

ASK ALL

S5a. Please provide us with a short (circa 50 words) description of what happened and the impact that it had on you and your family

OPEN TEXT BOX, FORCE RESPONSE

ASK ALL

SINGLE CODE

S5b. On the following scale of 1 to 5, where 1 is 'little or no impact' and 5 is 'a very significant impact', how would you rate the impact this sewer flooding had on you and your family's home and wellbeing?

1. It had little or no impact
- 2.
- 3.
- 4.
5. It had a very significant impact

ASK ALL

SINGLE CODE

S6. Are you currently or have you in the past three months been in dispute with United Utilities or another organisation about the sewer flooding, or do you currently have an insurance claim for the flooding that is not yet settled?

1. Yes
2. No

ASK ALL

SINGLE CODE

S7. The research project we would like to invite you to take part in is an online video discussion group to discuss your experience of sewer flooding.

The discussion will last up to 90 minutes and will be lively and interactive! We will ask you to think about the incident in advance and bring pictures of the flooding (or images that represent how you

felt about it) to the session. As a thank you for taking part in this project we will send you a **£40 Voucher Express voucher**.

The session will take place on **Wednesday 12th May at 18.00pm**, and we will expect you to log in between 10 and 15 minutes before this so that we know everybody's Zoom connection is working and so that we can start and finish on time at 19.30pm. 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.

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 at **18.00pm on Wednesday 12th May** 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 on the stated date, 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 S6 = 1

S3. Please provide a suitable telephone number to reach you on if we need to confirm your attendance, which we will do on Monday 10th May. 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, **we will contact you by email and telephone on Monday 10th May**. 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

Reminder text

Subject line

Reminder: Take part in a Zoom discussion to share your experiences of sewer flooding

Dear [INSERT NAME]

We'd like to remind you that we're going to be running an interactive Zoom discussion group on Wednesday 12th May to understand customers' experiences of **sewer flooding**. If you've experienced this on or near your home, **we're still really keen to hear from you**.

The session will be an opportunity for you to tell the story of your experience, as well as discuss some of the factors surrounding why such flooding occurs and (suggest remove this part as per the first email contact how United Utilities can better support customers that experience this). We'll also be looking to develop some creative messaging about how customers can help to minimise the risk of such flooding happening in the future.

It should be an interesting and lively discussion of around 90 minutes, and we'll be asking people to bring their thoughts and any pictures they have to the session.

Places are limited, but if you are selected to take part you will receive a **£40 Voucher Express voucher** as a thank you for your time.

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Many thanks for your time and input,

Claire
Community Manager

involved with in the future.