

INTRODUCTION

Recruiter:

Hello, my name is _____ and I am working on behalf of an independent market research agency called DJS Research. We are undertaking some research on behalf of your local water company, United Utilities, to understand more about life within peoples' homes, from cooking the dinner to doing the washing, we'd love to know your views on how it all works for you. We would like you to take part in a discussion with a researcher that will last around 60 minutes.

Recruiter:

As a 'thank you' for taking part in the interview we would like to offer you £40 for taking part. This will be paid in the form of a voucher or cash.

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 - 0800 975 9596 and/or provide a link to our GDPR personal information privacy statement on our website <http://www.djsresearch.co.uk/content/page/terms>)

Quota overview

	Pakistani - male	Pakistani - female	Bangladeshi male	-	Bangladeshi female	-
2nd Gen - 25- 40	4	4	2		2	
2nd Gen - 41- 55	4	4	2		2	
1st Gen - 56- 75	2	2	2		2	

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

Yes CONTINUE
No **CLOSE**

CLASSIFICATION QUESTIONS

Q2 Gender of respondent?

(Do not read out)

Female CONTINUE

Male CONTINUE

READ OUT: Thank you. Firstly, we'd just like to understand a bit more about you...

Recruiter notes:

CHECK QUOTAS

Q3 How old are you?

16-24 **THANK & CLOSE**

25-40 CONTINUE

41-55 CONTINUE

56-75 CONTINUE

75+ **THANK & CLOSE**

Recruiter notes:

CHECK QUOTAS

Q4 How would you describe your ethnic origin?

Code	Answer list
	White
1	English / Welsh / Scottish / Northern Irish / British
2	Irish
3	Gypsy or Irish Traveller
4	Other
	Mixed
5	White and Black Caribbean
6	White and Asian
7	White and Black African
8	Other mixed group
	Black or Black British
9	Caribbean
10	African
11	Other Black background
	Asian or Asian British
12	Indian
13	Pakistani
14	Bangladeshi
15	Tamil
16	Chinese
	Other ethnic groups
17	Arab
18	Any other ethnic group
87	Prefer not to say

Recruiter notes:

CHECK QUOTAS

Q5 Which of the following best describes you?

I have lived in the UK all my life..... CONTINUE

I moved to the UK more than 5 years ago..... CONTINUE

I moved to the UK in the last 5 years CONTINUE

Recruiter notes:

CHECK QUOTAS

Q6 Which of the following best describes you?

I live in privately rented accommodation at present..... CONTINUE

I live in social housing at the moment..... CONTINUE

I own my own home at present CONTINUE

Other..... CONTINUE

Q7 And which of the following best describes you?

I live in a flat..... CONTINUE

I live in a terraced/end of terrace house..... CONTINUE

I live in a semi-detached house CONTINUE

I live in a detached house..... CONTINUE

Q8 How many people, including yourself, live in your household?

1 CONTINUE

2 CONTINUE

3 CONTINUE

4 CONTINUE

5 or more..... CONTINUE

Q9 Are you a parent?

Yes CONTINUE

No CONTINUE

Q10 What age are each of the other members of your household?

- 0-5 CONTINUE
- 6-10 CONTINUE
- 10-16..... CONTINUE
- 17-39 CONTINUE
- 40-55..... CONTINUE
- 56-75..... CONTINUE
- 75+..... CONTINUE

READ OUT: *We'd now like to understand a bit more about your home life...*

ASK ALL THOSE WHO DO NOT LIVE ALONE AT Q8

Q11 When you have dinner in the evening, do you tend to eat all together or separately?

- All together CONTINUE
- Separately..... CONTINUE
- An equal mix of both..... CONTINUE

Q12 How many nights a week do you cook hot food

- More than 3 nights a week CONTINUE
- Less than 3 nights a week..... CONTINUE
- I never cook hot food..... CONTINUE

Q13 How often do you do each of the following commonly done activities?

		Often	Sometimes	Occasionally	Never	N/A
1	Eat food that's past its 'use by' date					
2	Throw away leftover food in the bin					
3	Wash leftover food/food scraps down the sink (or toilet or outside drain)					
4	Wash excess fat and oil from cooking down the sink (or toilet or outside drain)					
5	Wash fruit and vegetables before eating/cooking them					
6	Dispose of something (other than human waste and toilet paper) down the toilet (e.g. wet wipes, sanitary products etc.)					

IF CODING Q13/3 often or sometimes: Probe on items put down the sink (or toilet or outside drain) AND WRITE IN HERE. NOTE WE ARE LOOKING FOR PEOPLE WHO DISPOSE OF CONSIDERABLE QUANTITIES, NOT JUST CRUMBS OR TINY AMOUNTS

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IF CODING Q13/4 often or sometimes: Probe on how much oil they think this equates to on a weekly basis AND WRITE IN HERE. NOTE WE ARE LOOKING FOR PEOPLE WHO DISPOSE OF CONSIDERABLE QUANTITIES, NOT JUST TINY AMOUNTS

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IF CODING Q13/6 often or sometimes: Probe on items put down the toilet AND WRITE IN HERE.

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Recruiter notes:

Emphasise the '**commonly done activities**' phrase when reading out Q13.

WE ONLY WANT PEOPLE THAT UNDERTAKE Q13 BEHAVIOURS OFTEN or if recruitment difficult, SOMETIMES.

TRY TO RECRUIT A MIX OF SEWER-UNSAFE BEHAVIOURS

Q14 Have you ever experienced a blockage to your sewer/drain in the last 5 years?

Yes..... CONTINUE

No..... CONTINUE

Q15. We would like to make sure that we take account of the views of people of all incomes. Could you tell me which of the following income bands your household falls into?

Please take account of the income of all those in the household (before tax and national insurance) and include any pensions, benefits or extra earnings

Code	Answer list	Scripting notes	Routing
1	Less than £10,000		
2	£10,000 to £19,999		
3	£20,000 to £29,999		
4	£30,000 to £39,999		
5	£40,000 to £49,999		
6	£50,000 to £74,999		
7	£75,000 to £99,999		
8	£100,000 or more		
85	Don't know		
86	Prefer not to say		

SUITABILITY QUESTIONS

Q16 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**
- The water industry **THANK&CLOSE**
- None of the above CONTINUE

Q17 Have you ever taken part in a market research interview/focus group before?

(Code one option only)

Yes GO TO **Q18**

No GO TO Q19

ASK ALL THOSE WHO CODED YES AT Q16

Q18 When was the last time you took part in a market research interview/focus group such as this?

(Code one option only)

Within the last six months **CLOSE**

Over six months ago..... GO TO **Q19**

ASK ALL THOSE WHO CODED 'OVER SIX MONTHS AGO' AT Q18

Q19 What topic was discussed in the market research interview/focus group you took part in?

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

Q20. We would like to conduct this discussion via video call. For this to work, you would need access to the internet on a computer or tablet that has a camera and microphone/speakers. We would send you a link to click on at a specific time – you would not need to download any special software for this. Would you be able and willing to take part in this way?

Yes CONTINUE

Prefer telephone CONTINUE

Q21 The interview you are being invited to will be AUDIO AND VIDEO recorded for analysis purposes. We may use quotes from the call (which will have been anonymised and therefore cannot be attributed to you) in reports and presentations to illustrate some of the research findings. Are you happy to take part in the research on this basis?

Yes CONTINUE

No..... **THANK&CLOSE**

PLEASE THANK & RECRUIT RESPONDENT

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| <ul style="list-style-type: none">• Please ensure each respondent is provided with a confirmation letter/email (with date, time)• For 1st generation 56-75 group, please record preferred language for the interview. Please note, all 2nd generation interviews will be conducted in English. |
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- **Ensure you take email address and phone number**