



## Recruitment screener

<b>Client name:</b>	United Utilities
<b>Project name:</b>	WINEP Scenario Testing
<b>Job number:</b>	8857
<b>Methodology:</b>	Online focus groups
<b>Sample size:</b>	12 (6 in each group)
<b>Fieldwork dates:</b>	13 <sup>th</sup> & 15 <sup>th</sup> December
<b>Recruitment approach:</b>	Opex
<b>Version</b>	1

### Sample overview

#### Quotas overview

<i>Focus Group</i>	<i>Quota SEG</i>	<i>Quota Age</i>	<i>Quota Gender</i>	<i>Date</i>	<i>Time</i>	<i>Moderator</i>
Group 1	ABC1	25-45	Mix	13 <sup>th</sup> December	6pm – 7:30pm	Ali
Group 2	C2DE	46-70	Mix	15 <sup>th</sup> December	6pm – 7:30pm	Olivia



## Introduction

Thank you for your interest in our research project. We have been commissioned by United Utilities, who would like to find out a bit more about you and your views about some future investments they are planning to make.

We are looking for people to take part in an online focus group in December over Teams that will last around 1 hour and 30 minutes. You would be joined by 4-5 other people as well as one of our experienced interviewers from DJS who would take you through the discussion.

As a thank you for your time and contribution you will receive £40 which you will receive via bank transfer.

### What will this involve?

- Logging on to a Teams call at an agreed time from a suitable, quiet location
- Discussing your views with one of our interviewers

We do hope you will be interested in being part of this project 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.

You can review our GDPR privacy statement on our website here

<https://www.djsresearch.co.uk/about/terms>

### Q01.

#### Base: All respondents

Would you be interested in taking part in our research?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		INFO 1
2	No		SCREEN OUT



## SCREENER QUESTIONS

### INFO1.

#### Base: All respondents

Thank you!

We now have a few questions about you and your current circumstances to ensure we include a range of different people in our project. Your answers and individual details will not be shared with our client or any other 3<sup>rd</sup> party.

[INFO PAGE](#)

### Q02.

#### Base: All respondents

Do you or your close family work in any of the following occupations? Please tick all that apply.

[MULTI CODE](#)

Code	Answer list	Scripting notes	Routing
1	Journalism		SCREENOUT
2	Advertising		CONTINUE
3	Market Research		SCREENOUT
4	Public Relations		CONTINUE
5	Water and wastewater industry		SCREENOUT
87	None of the above		CONTINUE

#### RECRUITER NOTES:

*Thank & close if working in any of the above professions.*

### Q03.

#### Base: All respondents

In which of the following regions do you live?

[SINGLE CODE](#)

Code	Answer list	Scripting notes	Routing
1	North East		SCREENOUT
2	North West		CONTINUE
3	Yorkshire and The Humber		SCREENOUT
4	East Midlands		SCREENOUT
5	West Midlands		SCREENOUT
6	East of England		SCREENOUT
7	London		SCREENOUT
8	South East		SCREENOUT
9	South West		SCREENOUT
10	Scotland		SCREENOUT
11	Northern Ireland		SCREENOUT
12	Wales		SCREENOUT



**RECRUITER NOTES:**

*All respondents must be in the North West.*

**Q04.**

**Base: All respondents**

Specifically, where in the North West do you live?

**SINGLE CODE**

Code	Answer list	Scripting notes	Routing
1	Cumbria		CONTINUE
2	Merseyside		CONTINUE
3	Greater Manchester		CONTINUE
4	Lancashire		CONTINUE
5	Cheshire		CONTINUE
6	North Derbyshire		CONTINUE
85	Don't know / prefer not to say		SCREENOUT
87	None of the above		SCREENOUT

**RECRUITER NOTES:**

*All respondents must be in the United Utilities region, otherwise thank & close. Recruit a mix across the United Utilities Region (MIN of 3 of the first 5 regions to be represented).*

**Q05.**

**Base: All respondents**

Are you a customer of United Utilities?

**SINGLE CODE**

Code	Answer list	Scripting notes	Routing
1	Yes, and I am the sole or joint bill payer in my household		CONTINUE
2	Yes, but I am not the sole or joint bill payer in my household		SCREENOUT
3	No		SCREENOUT
85	Don't know / prefer not to say		SCREENOUT

**RECRUITER NOTES:**

*All respondents to be joint or sole bill payers.*



### Q06.

#### Base: All respondents

How would you describe your gender?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Male	CHECK QUOTA	
2	Female	CHECK QUOTA	
3	I prefer to describe myself in another way (please specify)	TEXT BOX	
86	Prefer not to say		

#### RECRUITER NOTES:

Mix of m/f

### Q07.

#### Base: All respondents

Could you please tell me, what was your age on your last birthday?

INSERT NUMERIC RESPONSE 16 – 99

AUTOMATIC SCREEN OUT IF NUMBER IS LOWER THAN 18 OR HIGHER THAN 70

#### RECRUITER NOTES:

Group 1: mix between 25-45

Group 2: mix between 46-70

### Q08.

#### Base: All respondents

Thinking of the main income earner in your household (which might be you or somebody else) which of these best describes them?

If the main income earner is retired, please select the option which best describes what they did before they retired.

Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organization)	Code as A	
2	Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organization, middle manager in large organization,	Code as B	



	principle officer in civil service/local government, etc.)		
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, PA, foreman, salesperson, etc.)	Code as C1	
4	Skilled manual worker (e.g. skilled bricklayer, builder, plumber, painter, bus/ambulance driver, HGV driver, pub/bar worker, etc.)	Code as C2	
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	
6	None – student	Code as 'C1'	
7	None – unemployed or homemaker	Code as E	
86	Prefer not to say		SCREENOUT

**RECRUITER NOTES:**

*Mix of ABC1 for group 1*

*Mix of C2DE for group 2*

**Q09.**

**Base: All respondents**

Would you describe where you live as:

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Urban		
2	Suburban		
3	Rural		

**RECRUITER NOTES:**

*Mix of different types of location*

**Q10.**

**Base: All respondents**

Do you have a water meter in your home?

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	My home is metered		
2	My home is not metered		
85	I don't know		



**RECRUITER NOTES:**

*Mix of metered and unmetered*

**Q011.**

**All respondents**

When it comes to paying household bills, such as the water bill, which of the following best describes you/your household at the moment?

Code		Scripting notes	Routing
1	Keeping up with household bills without any difficulties		'Making ends meet'
2	Keeping up with all household bills but it is a struggle from time to time		'Struggling'
3	Keeping up with all household bills but it is a constant struggle		'Struggling'
4	Falling behind with some household bills		'In arrears'
5	Having real financial problems and have fallen behind with many bills		'In arrears'

*RECRUITER NOTES: Aim for mix, Recruit at least 2 x 'In Arrears'.*

**Q012.**

**Base: All respondents**

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?

Code	Answer list	Scripting notes	Routing
1	Yes (self)		
2	Yes (other)		
3	No	EXCLUSIVE	
4	Don't know / prefer not to say	EXCLUSIVE	

*RECRUITER NOTES:*

*MIN of 2 saying yes (codes 1,2)*

**Q013.**

**Base: All respondents**

Which of the following ethnic groups do you most identify with?

(We are asking this question to ensure we speak to a representation of people from different ethnicities across our research)

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Asian / British Asian		



2	Black / African/ Caribbean / Black British		
3	Mixed / Multiple ethnic group		
4	White British / White European		
5	Other White background		
6	Other ethnic background		
86	Prefer not to say		

**RECRUITER NOTES:**

*Monitoring quota - recruit a mix. MIN 2 X Minority Ethnic Groups*

**Q014.**

**Base: All respondents**

On a scale of 1 to 10, where 1 is not at all conscious and 10 is extremely conscious, how environmentally conscious would you say you are?

..... CONTINUE

*RECRUITER NOTES: Aim for mix. Min 2 rating 1-6 & 2 rating 7-10*

**Q015**

**Base: All respondents**

How frequently do you visit rivers, lakes, reservoirs or the sea in the North West of England for recreational purposes e.g. walking, fishing, swimming, canoeing or paddle boarding?

**SINGLE CODE**

Code	Answer list	Scripting notes	Routing
1	Most days		
2	A few times a week		
3	At least once a week		
4	Around once a fortnight		
5	Around once a month		
6	Between once a month and every 3 months		
7	Between every 3 months and once a year		
8	Less frequently than once a year		
87	I have never visited or used this type of outdoor space		
85	Don't know / can't remember		

**RECRUITER NOTES:**

*Monitoring quota - recruit min 2 who have used water for recreation in past 3 months*



**Q016.****Base: All respondents**

Taking everything into account, how satisfied are you with United Utilities?

Please use a scale of 0-10, where 0 is extremely dissatisfied, 5 is neither satisfied nor dissatisfied and 10 is extremely satisfied.

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	0 – extremely dissatisfied		
2	1		
3	2		
4	3		
5	4		
6	5		
7	6		
8	7		
9	8		
10	9		
11	10 – extremely satisfied		
85	I’m not sure		

**RECRUITER NOTES:**

*Mix of responses*

**Q017.****Base: All respondents**

Taking everything into account, how much do you trust United Utilities?

Please use a scale of 0-10, where 0 is do not trust them at all, 5 is neither trust nor distrust and 10 is trust them completely.

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	0 – do not trust them at all		
2	1		
3	2		
4	3		
5	4		
6	5		
7	6		
8	7		
9	8		
10	9		
11	10 – trust them completely		
85	I’m not sure		



*RECRUITER NOTES:*

*Mix of responses*

**Q018.**

**Base: All respondents**

Have you experienced or noticed any of the following situations whilst living in the North West of England?

**SINGLE GRID, RANDOMISE STATEMENTS**

Code	Answer list	Scripting notes	Routing
1	Yes, within the last year		
2	Yes, 1-3 years ago		
3	Yes, more than 3 years ago		
4	Never		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Discoloured water		
2	Poor water taste or odour		
3	Sewer flooding inside your property		
4	Sewer flooding outside but within your property boundary		
5	Low water pressure		
6	Restriction on how you can use water e.g. a hosepipe ban		
7	An instruction to boil your drinking water		
8	Interruptions to your water supply		
9	Inconvenienced by limescale		

**SUITABILITY QUESTIONS**

**Q019.**

**Base: All respondents**

Do you have access to a laptop/PC or smartphone/tablet and connection to a reliable wi-fi or 4G network?

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		SCREEN OUT

*RECRUITER NOTES:*



*Must be able to join the group discussion online.*

**Q020.**

**Base: All who have access to IT equipment**

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

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Very confident		
2	Fairly confident		
3	Not very confident		
4	Not at all confident		
85	Don't know		SCREEN OUT

**RECRUITER NOTES:**

*If not confident, ask Q021.*

**Q021.**

**Base: All who are not very or not at all confident with using computers / do not have access to a laptop/PC or smartphone/tablet (Q019/2 or Q020/3-4)**

To take part in the online focus group we are looking for people who are confidently able to use computers. But we are also conducting one to one interviews via Zoom. Would you be willing to potentially take part in a one-to-one interview via Zoom?

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Yes	FLAG FOR DEPTH	CONTINUE
2	No		SCREEN OUT

**RECRUITER NOTES:**

*If no access to IT equipment / not confident with computers must be willing to do a depth- switch to other screener. If not willing, thank & close.*



### Q022.

#### Base: All respondents

When was the last time you took part in a market research project in the water sector?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Less than six months ago		SCREEN OUT
2	More than six months ago		CONTINUE
3	I haven't taken part taken part in a market research project in the water sector before		CONTINUE

### PERMISSION QUESTIONS

### Q023.

#### Base: All respondents

The interview you are being invited to participate in will be AUDIO and VIDEO recorded for analysis purposes, this recording will not be passed on to the client or any third party, apart from for transcription purposes in some instances. We may use quotes from the session (which will have been anonymised and therefore cannot be attributed to you) to illustrate some of the research findings.

Are you happy to take part in the research on this basis?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		SCREEN OUT

### PLEASE THANK & RECRUIT RESPONDENT

Confirm date & time of depth they have been recruited to:



## CONTACT DETAILS

In order for us to get in touch, please provide your name and contact information below:

**NAME: TEXT RESPONSE**

**EMAIL ADDRESS: TEXT RESPONSE**

**CONTACT PHONE NUMBER: TEXT RESPONSE**

Unfortunately, on this occasion you either do not meet the criteria we are looking for, or we already have sufficient numbers of people in your demographic taking part. We hope to see you on another research project soon!