



Recruitment screener

Client name:	United Utilities
Project name:	Water Quality Comms Testing
Job number:	9683
Methodology:	Face to face workshops
Sample size:	8 per workshop (over recruit 10 for 8)
Fieldwork dates:	22 nd April – 10 th May
Recruitment approach:	Telephone using in-house recruitment team
Version	1



Sample overview

Quota overview

<i>Workshop</i>	<i>Quota SEG</i>	<i>Quota Age</i>	<i>Quota Gender</i>	<i>Quota Metered</i>	<i>Quota Ethnicity</i>	<i>Date & Time</i>	<i>Moderator & Location</i>
Group 1 (Hotspot)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC
Group 2 (Hotspot)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC
Group 3 (Hotspot)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC
Group 4 (Control)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC
Group 5 (Control)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC
Group 6 (Control)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC
Group 7 (Control)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC
Group 8 (Control)	ABC1 4 C2DE 4	25-49: 4 50-75: 4	Mix	Metered: min 3 Unmetered: min 3	Min 2 minority ethnic per session	TBC	TBC



Introduction

Hello, my name is _____ and I am working on behalf of an independent market research agency called DJS Research.

We have been commissioned by United Utilities, which is the local water and wastewater provider, to invite people to take part in a discussion about their water services.

We are looking for people to take part in a discussion that will last around one and a three quarter hours. You would be joined by seven other people and be asked to share your views and opinions with them.

As a 'thank you' for taking part in the discussion we will give you £60. This will be paid in cash on the day.

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 - 0500 396 999).



Q01.

Base: All respondents

Would you be interested in taking part in our research?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	SCREEN OUT

RECRUITER NOTES:

Respondents must speak English

Q02.

Base: All respondents

At DJS Research we are committed to respecting the values, ideas and beliefs of everyone who participates in our research. In return, we ask research participants to:

- respect the views, ideas and beliefs of other individuals who may be participating in the session
- be courteous to everyone participating, including the research facilitator/interviewer

The research facilitator/interviewer may ask any individual not adhering to the above to leave the session.

Are you happy to participate on this basis?

SINGLE RESPONSE

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



CLASSIFICATION 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 3rd party.

[INFO PAGE](#)

Q03a.

Base: All respondents

When it comes to water bills for your household, which of the following best represents your current situation?

[SINGLE CODE](#)

Code	Answer list	Routing
1	I am the sole or joint bill payer	
2	My water bill is included in my rent payments	
4	I am not responsible for paying the water bill for my household	

Q03b.

Base: All respondents

Could you please tell me, what is the postcode for your household?

RECRUITER NOTES:

Please check against allowable postcodes for each group

Q04.

Base: All respondents

How would you describe your gender?

[SINGLE CODE](#)

Code	Answer list	Routing
1	Male	
2	Female	
3	I identify in another way	

RECRUITER NOTES:

Recruit a mix - Mix of 1 and 2, no min req for code 3



INFO 2:

To ensure that we speak to a variety of people, could I just ask you a few questions about you and your household?

Q05.

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

RECRUITER NOTES:

Please screen out if aged under 18

Q06.

Base: All respondents

Are you employed?

SINGLE CODE

Code	Answer list	Routing
1	Yes	
2	No	

Q06b.

Base: All respondents

Has your employment status changed in the last year?

SINGLE CODE

Code	Answer list	Routing
1	Yes	
2	No	

Q06c.

Base: All respondents

Could you please tell me YOUR OCCUPATION / OCCUPATION OF THE CHIEF WAGE EARNER IN HOUSEHOLD



Q06d.

Base: All respondents

Can I ask what qualifications/apprenticeships/degree (if police or forces probe for rank or grade) you / the chief wage earner holds (PLEASE SPECIFY IN FULL):

INSERT RESPONSE

Q06e.

Base: All respondents

How many staff are you / the chief wage earner responsible for:

INSERT RESPONSE

RECRUITER NOTES:

Recruiter please complete SEG based on the information gleaned above:

SEG Grade	Job description	Quota
A	Very senior managerial positions (large organisations) and professional occupations	CONTINUE
B	Senior managerial; business owners. Middle management in large organisations	CONTINUE
C1	Small employers; junior management and other non-manual occupations	CONTINUE
C2	Skilled manual workers e.g. served apprenticeships, special qualifications or certificates	CONTINUE
D	Semi-skilled and unskilled workers	CONTINUE
E	Casual workers; unemployed and otherwise not working	CONTINUE

Recruit 4 ABC1s and 4 C2DEs to each session



Q07.

Base: All respondents

Which of these best describes where you live?

MULTI RESPONSE

Code	Answer list	Routing
1	Urban	
2	Suburban	
3	Rural	
4	Coastal	

Q08.

Base: All respondents

How would you describe your ethnic background?

SINGLE RESPONSE

Code	Answer list	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:

At least 2 minority ethnic



Q09.

Base: All respondents

Do you have a long-term illness, health problem or disability that limits your daily activities or the work you 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	

Q010.

Base: Have long-term condition (Q9 = 1)

What is the nature of your long-term illness, health problem or disability?

Probe for details of whether their condition is affected by tap water quality or palatability.

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
1	TYPE IN		

RECRUITER NOTES: If the long-term illness, health problem or disability affects them (code 1) and is likely to be affected by changes in water quality/palatability, then consider recruiting to an 'vulnerable' in-depth interview instead.

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	Answer list	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: Codes 3-5 financially vulnerable

**Q012.****All respondents**

Approximately, what is your total household income?

SINGLE RESPONSE

Code	Answer list	Routing
1	Under £21,000	
2	£21,000-£40,000	
3	£40,000-£60,000	
4	Over £60,000	
86	Prefer not to say	

RECRUITER NOTES: Recruit a mix.

Q013.**Base: All respondents**

Approximately, how often do you access the internet?

SINGLE RESPONSE

Code	Answer list	Routing
1	At least daily	
2	At least once every couple of days	
3	Around once a week	
4	A couple of times a month	Digitally excluded
5	Once a month or less	Digitally excluded
6	I don't use the internet at all	Digitally excluded

Q014.**Base: All respondents**

Do you have a water meter?

SINGLE RESPONSE,

Code	Answer list	Routing
1	Yes	
2	No	
80	Don't know	

RECRUITER NOTES:

For each group: At least 3 of each.



Q015.

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	A change in how your water looks		CONTROL: SCREEN OUT
2	A change to water taste or odour		CONTROL: SCREEN OUT
3	A change in the hardness of the water / limescale		CONTROL: SCREEN OUT
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		CONTROL: SCREEN OUT
9	A water leak e.g. in the road or on your property		

**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		

Q17.**Base: All respondents**

Which, if any, of the following have you done in the last 12 months.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Contacted United Utilities to arrange payment of a water bill		
2	Contacted United Utilities to tell them you’re struggling to pay a water bill		
3	Contacted United Utilities to make them aware of an issue with the water and/or sewage network		
4	Contacted United Utilities to make a complaint		
87	None of the above		



Q18.

Base: Have complained (Q17 = 4)

What was the nature of the complaint you raised to United Utilities.

Probe for details of when and what caused the issue.

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
1	TYPE IN		

RECRUITER NOTES:

If complaint relates to a change in the quality of the water as a result of United Utilities changing the source/make-up/hardness of their water supply, consider recruiting to the 'complaints' sample.

RECRUITER NOTES:

Based on respondent tone when answering to Q16, Q17, Q18, make a judgement on whether the participant may be disruptive or unproductive in a group scenario. We're happy to accept those who hold a negative view of United Utilities, but need all participants to engage with the structure/dialogue of the session.

SUITABILITY QUESTIONS

S01.

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 'screen out' professions.



S02.

Base: All respondents

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

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	S03
2	No	

S03.

Base: Taken part in group before (S02 = 1)

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		S04
3	I haven't taken part taken part in a market research project in the water sector before		CONTINUE

S04.

Base: Took part in a group more than six months ago (S03=2)

What topic was discussed in the market research focus group you took part in?
Probe for answer. Close if respondent has taken part in research on a similar subject

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
1	TYPE IN		

RECRUITER NOTES:

No more than two respondents per group to have taken part in any kind of market research in the past. This must have been more than six months ago and not on a similar subject



S05.

Base: All respondents

How would you describe yourself in a group situation with people you don't know?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	I get really nervous and tend to be quieter than usual		SCREEN OUT
2	It wouldn't bother me I'd listen to other people, but I'd also make sure I got my point across		CONTINUE
3	I'd probably be the first one to speak, I am quite outspoken when I have a view on something		CONTINUE
4	I'd probably feel happier to sit back and listen to others rather than say something different to everyone else		SCREEN OUT

AGREEMENT TO AUDIO/VIDEO RECORDING & CLIENT ATENDEES

S06.

Base: All respondents

The session you are being invited to will be AUDIO recorded for analysis purposes, this audio will not be passed on to the client or any third party. We may also take photographs of the day that may be shared with our client and third parties, such as the industry regulator.

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

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	SCREEN OUT

S07.



Base: All respondents

The session you are being invited to will be observed by one or more members of staff from United Utilities. Are you happy to take part in the research on this basis?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	SCREEN OUT

S08.

Base: All respondents

Between Monday 20th and Thursday 24th May, we will be conducting a shorter focus group conducted online using Microsoft Teams. This group will last approximately 45-60 minutes and you would be paid an additional £40 in Giftpay high street vouchers for participating.

You will not need to load any software onto your laptop to participate.

After your in-person group in [location] on [date], would you be happy for us to contact you with more details about this second online group?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	

CONTACT DETAILS

C01

Base: All respondents

Thank you for answering our questions. We are pleased to say you meet all the criteria for our research study.

Recruiter notes – Collect postcode and check against area look-up

IF YOU NEED TO SCREEN OUT (AT END OF SCREENER).

Thank you for your interest in our research project.



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!

Recruiter notes - following recruitment:

- *Please ensure each respondent is provided with a confirmation email with research session details*
- *Please update the respondent profile grid AT LEAST TWO DAYS BEFORE THE FIELDWORK DATE.*
- ***Please provide full details for all screening questions in the profile sheet (rather than coded answers that cannot be read without referring back to the screener)***
- ***PLEASE ASK THE FOLLOWING QUESTION WHEN MAKING THE REMINDER PHONE CALL***