

Sample definition

Members of WaterTalk: UK wide

Customers will be existing WaterTalk members and will fall into the following category:

- Mix of gender (QA1 profiling survey)
- Mix of age (QA2 profiling survey)
- Mix of life stage (QA6 profiling survey)
- Mix of SEG (household income – QA8 profiling survey)
- Mix of Metered vs Unmetered customers (XXX)

Information for Verve operations and scripting

Scripting specifications

Job code	4307	Project	Household Charging Research
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	
Stimulus path			
Scripting tools	N/A		
Target criteria			

Invite text

Subject line United Utilities needs your help

Dear [INSERT NAME]

As a valued member of WaterTalk, we would like to invite you participate in a few special upcoming projects. We need your help with reviewing documents relating to your water bill, in order to ensure United Utilities are supporting you as much as possible.

We are running a two research projects between **Friday 23rd July and Monday 3rd August** and we would love for you to take part in one - or even both!

If selected and you take part, you will also receive an £50 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 these upcoming projects for United Utilities. We have a few questions to ask you - 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

SINGLE CODE

S1. The first project we would like to invite you to take part in is a one-hour video interview where we will be asking you about your experiences of using Unities Utilities, and we also have a small task for you to complete during this time.

As a thank you for taking part in this project you will receive £50 Voucher Express voucher

Interviews will be taking place between Friday 24th and Friday 31st July, and if interested, we will be in touch to confirm a suitable time for you.

Your interview will be carried out by a WaterTalk researcher, and the interview will take place on our third party platform, Zoom.

Please note, your name and email address will be shared with Zoom in order to arrange a suitable time to participate and for you to access the interview at the pre-designated time.

The video interview will be recorded and stored by Zoom, and delivered to Verve (The agency who manage the WaterTalk panel).

Are you available to take part, and happy for us to share your details with Zoom, and in addition share with United Utilities your responses, for research purposes only? *Please note you will need access to a laptop/pc/tablet computer with a camera and the internet*

1. Yes, I am available and able to take part, and happy for you to share my details and any comments/ videos/ image content
2. No, I am not available to take part, OR willing for you to share my details and any comments/ video/ image content

ASK IF S1 = 1

MULTICODE

S2. Thanks for your interest in the video interview. Please indicate your availability to take part on the dates below. If selected, we will contact you to confirm your date and interview time.

Please select all that apply

1. Friday 23rd July
2. Monday 27th July
3. Tuesday 28th July
4. Wednesday 29th July
5. Thursday 30th July
6. Friday 31st July
7. None of the above **EXCLUSIVE**

ASK IF S1 = 1

S3. If selected, it would be great if you could provide a suitable telephone number to reach you on if we need to discuss the project. Note: This will only be used to contact you with regards to these interviews and not for any other purpose. This information will be destroyed once the project has finished.

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

ASK ALL

SINGLE CODE

S4. The second project we would like to invite you to take part in is a three-day online community on Wednesday 30th July to Monday 3rd August. If selected, you will be required to complete 30-45 minutes of tasks per day, at a time and place convenient to you, and to respond to any follow up questions from our moderators. These tasks will include individual activities and the content will be used for research purposes only.

As a thanks for taking part, and completing all tasks, you will receive a £50 Voucher Express voucher.

The online community will be hosted via our trusted third party supplier, Further.

Please note, only your email address will be shared with Further in order for you to be invited to join the three-day community. Comments, activity results, videos and images you choose to upload / share during the three days will be held securely on the Further platform for a maximum of three months before their deletion.

Are you available to take part, and happy for us to share your details with Further, and in addition share with United Utilities any comments, video and image content you share with us, for research purposes only? *Please note you will need access to a laptop/pc/tablet computer and the internet*

1. Yes, I am available and able to take part, and happy for you to share my details and any comments/ videos/ image content I upload
2. No, I am not available to take part, OR willing for you to share my details and any comments/ video/ image content

ASK ALL

OPEN

S5. We are looking to speak to customers who are happy to share their opinions and chat to us in detail about a range of topics. To see if you would be a good fit we have a quick creative question for you!

Please tell us which brands you feel are good at sending you catchy and engaging messages e.g. letters or emails? Please share one or two examples of brands which do this well, tell us what they've sent you and why these examples in particular stand out. Thank you!

ASK ALL

SINGLE CODE, SLIDING SCALE

Q1. Thanks for expressing your interest so far, we just a few more questions to go.

When receiving your water bill, in how much detail will you review the document?

1. 1. I do not review it at all
2. 2
3. 3
4. 4
5. 5. I review it great detail

ASK ALL

SINGLE CODE

Q2. How confident are you in regard to your understanding of the information included in you water bill?

1. Very confident
2. Somewhat confident
3. Neither confident nor unconfident
4. Somewhat unconfident
5. Not confident at all

ASK ALL

MUTLICODE CODE, RANDOMISE

Q3. Which, if any of the following queries do you tend to have about your water bill?

Please select all that apply

1. Understanding why my water bill is so high
2. Trying to find out what an average bill should be
3. Finding out why I have credit on my account
4. Understanding the measurements used
5. Understanding the sewage charge
6. Asking how to pay the bill
7. Other (please specify) **HOLD**
8. None of the above **HOLD, EXCLUSIVE**

ASK ALL

SINGLE CODE

Q4. United Utilities currently have The Household Charges Scheme, which looks to provide more information on how your water services are charged.

Before today, were you aware that this was available?

1. Yes, and I have read this document
2. Yes, but I haven't read this document
3. No, I was not aware that this document was available
4. Don't know / Can't say

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 no later than Thursday 23rd July. 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.

SCREENOUT MESSAGE

Thank you very much for taking part in this survey. Unfortunately, we are only looking to speak to a specific set of customers who are also available to participate during a certain timeframe. However, please continue to apply for our research projects as there will be many more in the future.