

## WaterTalk Questionnaire: 5294 Free Meter Option

Scripting specifications	
Job code & Project	5294 Free Meter Option
Market & Languages	
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input type="checkbox"/> External sample provider <input type="checkbox"/> Open link
	If 'Client List', specify any variables client will provide for routing and/or analysis
Stimulus path	N/A
Member Sat Qs	Yes / No
Segmentation	N/A
Sample	To be sent only to customers aged 55+ who are unmeasured.

### Project timings:

Draft questionnaire	Friday 16 <sup>th</sup> April
Questionnaire signed off	Monday 19 <sup>th</sup> April
Scripting and testing	Tuesday 20 <sup>th</sup> – Wednesday 21 <sup>st</sup> April
Fieldwork	Wednesday 21 <sup>st</sup> – Monday 26 <sup>th</sup> April
Draft report to UU	Friday 30 <sup>th</sup> April

### Invite text

**Subject line** Your views on incentives / rewards

Dear [INSERT NAME]

Today we would like to hear your views on the kind of offers, incentives and rewards that appeal most to you.

Please click on the button below to answer our short survey. You will not only ensure that your opinions get heard, but we'll also enter you into our prize draw to win one of four £25 prizes!

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

### Survey details

**Prize draw:** Chance to win one of four £25 VEX vouchers in the prize draw

**Closing date:** 9.30am on Monday 26<sup>th</sup> April

**Survey length:** 3 minutes

Please let us know if you have any questions by emailing [@watertalkunitedutilities.com](mailto:@watertalkunitedutilities.com)

Many thanks for your time and input,

The WaterTalk team

#### Reminder text

**Subject line** Reminder to share your views on incentives / rewards

Dear [INSERT NAME]

There's still time to share your views on the kind of offers, incentives and rewards that appeal most to you.

Please click on the button below to answer our short survey. You will not only ensure that your opinions get heard, but we'll also enter you into our prize draw to win one of four £25 prizes!

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

#### Survey details

**Prize draw:** Chance to win one of four £25 VEX vouchers in the prize draw

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Many thanks for your time and input,

The WaterTalk team

#### **SURVEY INTRO:**

**Many thanks for taking part in our short survey. The aim of this survey is to help United Utilities understand kind of offers, incentives and rewards that appeal most to you.**

**Please click on the 'NEXT' button below to get started.**

**ASK ALL. OPEN FORCE RESPONSE**

Q1. Today we'd like to talk to you about initiatives that would encourage you to purchase a product or sign up to a service.

Can you think of any specific offers, initiatives or rewards that a company offered you that were particularly good at encouraging you to purchase their products or services?

**SHOW ON SEPARATE SCREEN**

United Utilities would like to encourage customers to take part in their free meter trial. This campaign would be targeted towards customers who United Utilities believe would save money by switching to a meter. If you do not save money during the trial, you would have the option to switch back and not be charged on a meter.

**ASK ALL. OPEN WITH 'NOTHING ELSE' OPTION**

Q2. If you were one of the customers contacted as part of this campaign, what offers, initiatives or rewards would encourage you to sign up?

**ASK ALL. SINGLE CODE. RANDOMISE**

Q3. Below are a few things United Utilities might offer to encourage customers to sign up to a free meter trial. Which of these would be most likely to encourage you to sign up?

1. Entry into a prize draw for a high value item
2. Charity donation for every sign-up
3. Free small gift with every sign-up
4. None of these **HOLD**

**ASK ALL. SINGLE CODE. FLY-IN**

**Q4. As a reminder, United Utilities would only contact customers about the free meter trial, if they believe they will save money on their water bills. There is also the option to switch back if you are not saving money or you simply change your mind.**

**With this in mind, how likely would each of the following ideas be to encourage you to sign up to the trial?**

**STATEMENTS – RANDOMISE**

1. Entry into a prize draw to win £1,000
2. Entry into a prize draw to win an electric car
3. £10 donation to Fairshare every time a household signs up to provide free meals to people who really need our support at this time
4. £10 donation to Macmillan Cancer Support every time a household signs up
5. A free home leak check to make sure you don't have any leaks – and we'll repair any leaks for free
6. A free gift such as a watering can or water saving crystals for every customer who applies for a water meter
7. A free Parker pen to everyone who applies for a meter
8. First 100 to sign up will receive a free National Trust membership for your household for a year
9. A tree planted in your name when you sign up
10. First 100 to sign up with receive a free Netflix subscription for a year
11. A free water butt for every household that signs up

**SCALE – DO NOT RANDOMISE**

1. Very unlikely
2. Quite unlikely
3. Neither likely nor unlikely
4. Quite likely
5. Very likely

**ASK ALL. OPEN WITH 'NOTHING ELSE' OPTION**

**Q5. Finally, is there anything else that would help to encourage you or other customers to sign up to a free meter trial?**

**END TEXT:** Thanks for your time today, that's all the questions we have. We really appreciate your feedback!



Water for the North West



## **MEMBER SATISFACTION QUESTIONS**

**TO BE ADDED TO ALL QUESTIONNAIRES (EXCLUDING SCREENERS AND QA24s)**

**ASK ALL, SLIDER SC**

PH1. Thanks very much for taking part.

Your views are important to us and we would like to know your thoughts on the survey you just completed.

Overall, how would you rate this survey?

1      2      3      4      5

Very poor                      Excellent

**ASK ALL, SC PER STATEMENT**

PH2. Please tell us how much you agree or disagree with each statement below, regarding the survey you just completed.

### **TOPBREAKS**

1. It was interesting
2. It was easy to answer
3. It was repetitive
4. It was relevant to me
5. It was too long