



WaterTalk: 6466 – Smart Metering 2022 Research

RECRUITMENT SCREENER
VERSION NUMBER 1

VERVE
Energising Insight

20 OCTOBER 2022

Sample Definition

Audience	Further quota breakdowns			Proposed sample size
ABC1	5 x Metered	15 x Unmetered	Mix of families and pre/post families, inc min of 5 vulnerable customers	20
C2DE	5 x Metered	15 x Unmetered		20

Scripting specifications			
Job code	6466	Project (wave/stage if applicable)	Smart Metering 2022
Market and Languages	UK		
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input type="checkbox"/> 3rd Party <input type="checkbox"/> Open link	All WaterTalk panel eligible	
Stimulus path			
Scripting tools	No		
Member Sat Qs (delete as appropriate)	No		
Hard Quota table – for 3rd party sample only. <i>Can delete sections if not applicable</i>			
Hard Quotas			
Soft quotas on demographics			
Soft quotas on driver type			
3rd party re-directs <i>PM to add for 3rd party projects</i>			
Complete			
Screenout			
Quotafull			

SOFT QUOTAS TO MONITOR IN FIELD: SEE INSTRUCTIONS BELOW A6.

Screener invitation email

Subject line	Opportunity to take part in an exclusive research project for United Utilities
Pre header	Please register your interest

Hi [FirstName],

We would like to invite you to register your interest in an online community about the future use of water meters.

Whatever your views on water meters, we're really keen to get your feedback. And you can take part whether you have a water meter or not.

There will be no preparation for the community required, but we think you will find the discussion interesting, and we are really keen to get your views on a number of relevant and related topics

We will be running a 3-day online community between Tuesday 21st June and Friday 24th June 2022. The community activities will take between 35-40 minutes of your time per day.

If you are selected to take part and complete all the tasks, then you will receive a £40 Voucher Express voucher.

What do I need to do now?

Please click [here](#) to answer a short survey to see if you are eligible for the research.

Spaces are limited for both so please register your interest as soon as you can.

Many thanks for your time and input,
Claire & the WaterTalk team

Intro:

Thank you for your interest in taking part in the upcoming research for United Utilities. We are conducting a 3-day online community to discuss the future use of water meters between the 21st and 24th June 2022.

If selected:

- You will be required to complete daily tasks on an online community, which will take approximately 35-40 minutes of your time per day, about your opinions on the future of water meters.
- You will receive £40 Voucher Express voucher for your time if all tasks are completed .

To qualify, we need to ask you a few questions to check that our topics will be relevant to you. All information will be treated confidentially and stored securely.

ASK ALL. SINGLE CODE

S1. Do you currently have a water meter installed at your home?

1. Yes
2. No
3. I don't know

ASK ALL CODING S1=2. SINGLE CODE

S1b - You stated that you do not currently have a water meter installed at your home, which of the following statements best describes why that is the case?

1. I do not want a water meter installed in my home
2. I have applied for a water meter but I was told I am not able to have one installed at my property
3. I don't know enough about water meters to apply for one
4. Other (please specify)
5. None of the above

SCREEN OUT IF S1b = 5

ASK ALL. SINGLE CODE

S2. Have you had a water meter in the past?

1. I have had a water meter at another property
2. I have had a water meter at the current property, but we did not feel we benefitted and reverted to unmetered billing through the United Utilities 'Lowest Bill Guarantee'
3. I have never had a water meter
4. Other (*please specify*)

ASK ALL CODING NO AT S1. SINGLE CODE

S3. Water meters measure the amount of water used in your home, which means you are only charged for what you use.

How open would you say you are to getting a water meter in the future at your current property?

1. Not at all open to getting a water meter
2. Not very open to getting a water meter
3. Quite open to getting a water meter
4. Very open to getting a water meter

S3b. On the topic of getting a water meter in the future, you that [pipe in code selected at s2]. Why do you say that? Please be as descriptive as possible.

OPEN. FORCE

ASK ALL. OPEN. FORCE.

S4. How many adults aged 18 or over are currently living in your property?

ASK ALL. SINGLE CODE

S5. Are there any children (aged under 18 years) currently living in your property?

1. Yes, 1 child
2. Yes, 2 children
3. Yes, 3 or more children
4. No
5. Prefer not to say

ASK ALL. SINGLE CODE.

S6. We are looking for people to take part in a piece of research which would involve logging into a text based community and completing some activities. The activities will involve reading some information and then giving feedback on the topic. The community will run from the 21st of June to the 24th of June 2022 and is expected to take a total of 35-40 minutes to complete per day.

If you are selected and complete all the activities you will receive a £40 Voucher Express voucher for your time. We will let you know by Friday 17th June if you have been chosen to take part.

ARE YOU WILLING AND AVAILABLE TO TAKE PART?

1. Yes, I am free and willing to take part.
2. No, I cannot/do not wish to take part

SCREENOUT THOSE CODING S6=2

ASK IF S6=1. SINGLE CODE.

S7. The online discussion community will be hosted by Verve via our trusted third-party supplier, a market research company called Further.

Please note, your email address will be shared with Further, in order for you to be invited to join the community. Comments, activity results, videos and images you choose to upload/share during the community will be held on the Further platform. To read Further's privacy policy please click here <https://www.go-further.co/privacy>

We may also share comments, videos and images with United Utilities for internal purposes only. You can read their privacy policy here: <https://www.unitedutilities.com/privacy/>

Are you happy for us to share your details with Further and in addition share any video and image content you share with United Utilities for research purposes only?

1. Yes, I am happy for you to share my details and any comment / video / image contact I upload. **GO TO THANK YOU PAGE.**
2. No, I am not willing for you to share my details and any comment / video / image contact I upload (*This means you will not be able to take part in this research*) **SCREEN OUT IF S7=2**

Thank you

Closing text

Thank you for taking the time to answer our questions. Someone from the YourSay team will be in touch shortly if you're selected to take part!

SCREENOUT MESSAGE

Thank you for your time today. Unfortunately, you don't fit the criteria to take part in this specific research. We will be doing many more research projects soon, so please keep an eye out for more research project invitations in the near future

COMPLETE MESSAGE

Thank you for sharing your views today and expressing an interest in our research. Please note places are limited, so unfortunately, we cannot invite everyone to take part. We will be in touch if you have been selected to take part in the next stage. You will be notified by email by Friday 17th June at the latest.

EMAIL TO SEND TO SUCCESSFUL RESPONDENTS

Subject line	You've been selected to take part in our pop-up community!
Pre header	Update this line

Hi [FirstName],

Last week you took part in a short survey about your relationship with financial products & services in which you expressed interest in participating in a 3-day online community for United Utilities. I'm pleased to say you've been selected to take part!

We would like to invite you to register your interest in taking part in an online community to discuss future smart water meter use.

The community will run between the 21st-24th June 2022 and will take approximately 35-40 of time to complete per day.

As a thank you for your time, you will receive a £40 Voucher Express voucher

What do I need to do now?

If you are willing to take part, then please let us know by replying to this email.

Once participation has been confirmed, a community invite will be sent out to you.

Many thanks and we look forward to hearing from you soon!

Thanks,

Claire

WaterTalk Community Manager

If you have any questions please email:

Click here to unsubscribe from WaterTalk communications.