

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 the future of water and wastewater services.

We are looking for people to take part in a discussion that will last 3 hours and refreshments including hot and cold drinks as well as sandwiches will be provided during that time. You would be joined by around twenty 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 **£80**. 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

Quotas overview

Focus Group	Quota SEG	Quota Age	Venue address	Date	Time	Moderator
Group 1 – Warrington	ABC1: 8 C2DE: 8	25-49: 8 50-75: 8	TBC	TBC	TBC	TBC
Group 2 – Carlisle	ABC1: 8 C2DE: 8	25-49: 8 50-75: 8	TBC	TBC	TBC	TBC
Group 3 – Preston	ABC1: 8 C2DE: 8	25-49: 8 50-75: 8	TBC	TBC	TBC	TBC
Group 4 – Trafford Park	ABC1: 8 C2DE: 8	25-49: 8 50-75: 8	TBC	w/c 22 nd August	TBC	TBC
Group 5 (future bill payers) – Trafford Park	Mix	18-25: 12	TBC	w/c 22 nd August	TBC	TBC

Q1 Would you be interested in taking part in our research?

Yes CONTINUE

No **CLOSE**

Recruiter notes:

Respondents must speak English

CLASSIFICATION QUESTIONS

Q1a When it comes to water bills for your household, which of the following best represents your current situation??

I am the sole or joint bill payer

CONTINUE AS 'CURRENT BILL PAYER'

My water bill is included in my rent payments, and I **don't** live in university accommodation

CONTINUE AS 'CURRENT BILL PAYER'

My water bill is included in my rent payments, and I live in university accommodation

CONTINUE AS POSSIBLE 'FUTURE BILL PAYER'.

I am not responsible for paying the water bill for my household

CONTINUE AS POSSIBLE 'FUTURE BILL PAYER'.

Recruiter notes:

Bill Payer: Responsible for their paying their water bill. If their water bill is included in their rent then it is still okay to include them as a bill payer if they are responsible for paying the rent (with the exception of university students – see below)

Future Bill Payer: A Future Bill Payer is someone between 18 and 29 who does not pay their water bill directly either because they are living at home or at university where their water bill is included in the rental agreement.

Q1b Who is your current home water provider?

(DO NOT READ OUT)

United Utilities CONTINUE

Another company (please say which)

THANK AND CLOSE (Unless future bill payer)

Don't know THANK AND CLOSE
(Unless future bill payer)

Q2 How would you describe your gender?

I am male RECRUIT A MIX

I am female RECRUIT A MIX

I identify in another way RECRUIT A MIX

Recruiter notes:

Recruit mix

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

Q3 Could you please tell me, what was your age on your last birthday?

_____ (please write in)

Recruiter notes:

For 'future bill payers' please screen out if aged under 18 or over 30

For 'current bill payers' please screen out if aged under 18 or over 75

Q4 Could you please tell me YOUR OCCUPATION / OCCUPATION OF THE CHIEF WAGE EARNER IN HOUSEHOLD

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):

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

Recruiter please complete SEG based on the information gleaned above:

SEG Grade	Job description	Quota
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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

Recruiter notes:

Recruit 8 ABC1s and 8 C2DEs to each session

Q5a Including yourself, how many people live in your household?

.....

If Q5a=2 or more

Q5b How many children under the age of 16 live in your household?

.....

If Q5a = 1 or Q5b=0

Q5c Do you have any children over the age of 16 who have now moved out of your household?

Yes.....

No.....

Recruiter notes:

Recruit mix of pre-family (Q5a = 1 or Q5c = No), Family (Q5b = 1+), and post-family (Q5c = Yes)

Q6 How would you describe your ethnic background?

White: British.....

White: Irish.....

White: Any other white background.....

Mixed: White and Black Caribbean.....

Mixed: White and Black African.....

Mixed: White and Asian.....

Mixed: Any other mixed background.....

Asian or Asian British: Indian.....

Asian or Asian British: Pakistani.....

Asian or Asian British: Bangladeshi.....

Asian or Asian British: Any other Asian background

Black or Black British: Caribbean.....

Black or Black British: African.....

Asian or Asian British: Bangladeshi.....

Black or Black British: Any other Black background

Other (please specify)

Prefer not to say.....

Recruiter notes:

Recruit mix

Q7a Do you have a long-term illness, health problem or disability that limits your daily activities or the work you can do?

Yes

No

Q7b When it comes to paying household bills, such as the water bill, which of the following best describes you/your household at the moment?

Keeping up with household bills without any difficulties	
Keeping up with all household bills but it is a struggle from time to time	
Keeping up with all household bills but it is a constant struggle	Vulnerable
Falling behind with some household bills	Vulnerable
Having real financial problems and have fallen behind with many bills	Vulnerable

Q7c Approximately, what is your total household income?

READ OUT OPTIONS

Under £21,000	
£21,000-£40,000	
£40,000-£60,000	
Over £60,000	
Prefer not to say	

Q7d Approximately, what is your total household income?

READ OUT OPTIONS

At least daily	
At least once every couple of days	
Around once a week	
A couple of times a month	Digitally excluded
Once a month or less	Digitally excluded
I don't have the internet	Digitally excluded

Recruiter notes:

If Q3 (age) is 70 or more, Q7a (disability) is 'yes', Q7b (finances) is labelled 'vulnerable' (codes 3-5), Q7c (income) is under £21,000, or Q7d (digital exclusion) is labelled 'digitally excluded', please mark the respondent as 'vulnerable'.

For each group: minimum of 2 vulnerable participants

Q8 Do you have a water meter in your home?

Yes

No

Don't know.....

Recruiter notes:

For each group: Recruit a minimum of 6 of each. Maximum of 2 'don't know'.

Q9 What is your home postcode?

.....

Don't know/prefer not to say

Recruiter notes:

For each group: recruit a minimum of 2 and maximum of 6 from within 2 miles of the local treatment plant for that group

- Trafford Park: M41 7WT
- Carlisle
- Preston: PR5 0UY
- Warrington: Widnes town centre or WA5 1DS

Q10 Would you describe where you live as urban, rural, or coastal?

Urban

Rural

Coastal

Recruiter notes:

Mix across the groups

Q11 In the last five years, have you as a household experienced any of the following issues with a sewage processing plant in your area?

An odour issue

Problems caused by vehicles visiting the site

Noise from the site

Something else (say what)

None of these

Recruiter notes:

For each group: minimum of 2 coding 1, 2 or 3

Q12a. On a scale of 1 to 10, how environmentally conscious would you say you are?

..... CONTINUE

Recruiter notes:

For each group: Min 3 people rating 1-6, 3 people rating 7-8, 3 people rating 9-10

Q12b. And, again on a scale of 1 to 10, how knowledgeable would you say you are about water treatment, wastewater treatment, and/or sewage bioresources?

..... CONTINUE

Recruiter notes:

NONE

SUITABILITY QUESTIONS

Q13 Do you, or does anyone in your family, work in any of the following areas or have done so in the past?

Read out. CODE ALL THAT APPLY close if ANY coded

- Advertising..... THANK&CLOSE
- Journalism THANK&CLOSE
- Marketing/PR..... THANK&CLOSE
- Market Research THANK&CLOSE
- Farming THANK&CLOSE
- Water, sewage bioresources, and energy sector THANK&CLOSE
- None of the above CONTINUE

Q14 Have you ever taken part in a market research focus group before?

(Code one option only)

- Yes GO TO **Q15**
- No CONTINUE

ASK ALL THOSE WHO CODED YES AT Q11

Q15 When was the last time you took part in a market research focus group such as this?

(Code one option only)

- Within the last six months CLOSE
- Over six months ago..... **GO TO Q16**

ASK ALL THOSE WHO CODED 'OVER SIX MONTHS AGO' AT Q12

Q16 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

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

Q17 How would you describe yourself in a group situation with people you don't know?

I get really nervous and tend to be quieter than usual THANK&CLOSE

It wouldn't bother me I'd listen to other people, but I'd also make sure I got my point across CONTINUE

I'd probably be the first one to speak, I am quite outspoken when I have a view on something CONTINUE

I'd probably feel happier to sit back and listen to others rather than say something different to everyone else THANK&CLOSE

Q18 If you won the lottery tomorrow, what would you do with your winnings?

Recruiter notes:

All respondents must be confident and happy to fully participate in a lively group discussion. They should be able to answer Q18 creatively and articulately.

AGREEMENT TO AUDIO/VIDEO RECORDING & CLIENT ATTENDEES

Q19 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?

Yes CONTINUE

No.....

THANK&CLOSE

Q20 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?

Yes CONTINUE

No.....

THANK&CLOSE

PLEASE THANK & RECRUIT RESPONDENT

- **Please ensure each respondent is provided with a confirmation letter/email (with date, time and venue address and directions/map)**
- **Please provide the office with written confirmation of the respondent details AT LEAST TWO DAYS BEFORE THE DATE OF THE GROUPS using the template provided (please provide full details for each question rather than coded answers)**