



# WaterTalk: Wype Product Trial

RECRUITMENT SCREENER  
VERSION 1

**VERVE**  
Energising Insight

15 FEBRUARY 2023

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## Sample Definition

30 respondents who currently use moist wet wipes & flush them down the toilet.

- Roughly equal split of male / female users where possible
- Range of ages, locations, social demographic, family status
- Natural fallout of use cases, including health conditions (bowel conditions, incontinence etc.)

Scripting specifications				
<b>Job code</b>	6422	Stage 1: Qualitative 30 min briefing group discussions, followed by:  Stage 2: 3-month product trial diary community	Wype Product Trial	
<b>Market and Languages</b>	UK			
<b>Sample source</b>	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input type="checkbox"/> 3rd Party <input type="checkbox"/> Open link	*All to be users of moist toilet tissue wipes, baby wipes and intimate/feminine hygiene wipes (dispose of by flushing or through other means) as identified by recent engagement poll:  <a href="#">"V:\1. Client\1. Existing Clients\United Utilities\1. Setup &amp; Management\3. Community Management\4. Working folder_Research\Site Updates Template\Site Update - Wipes\Tables\4817_Site Update_Wipes_RawData_C.xlsx"</a>		
<b>Stimulus path</b>				
<b>Scripting tools</b>	No			
<b>Member Sat Qs (delete as appropriate)</b>	No			
<b>Hard Quota table – for 3rd party sample only.</b> <i>Can delete sections if not applicable</i>				
<b>Soft quotas on demographics</b>	Gender	Male	50%	c.50
		Female	50%	c.50
		18-34	32%	c.30
		35-54	35%	c.35
		55+	34%	c.35

## Screener invitation email

Subject line	<b>Opportunity to take part in an exclusive product trial – do you use bathroom/baby/toilet wipes for any reason?</b>
Pre header	<b>Please register your interest</b>
<p>Hi [FirstName],</p> <p>We are excited to let you know about a new product research trial, and would like to invite you to register your interest in taking part!</p> <p>We are reaching out to you specifically, as you have previously indicated that you use moist toilet wipes / feminine hygiene products / baby wipes, and either flush them down the toilet or dispose of them in another way.</p> <p>This research project will be focusing on the use of these wipes, and you'll then have the opportunity to trial a brand new alternative product at home, and talk to us about your experiences:</p> <ul style="list-style-type: none"> <li>• <b>Stage 1:</b> The first part of the research will involve a 30 minute online group discussion and project briefing via Zoom, with likeminded people, between 20-21 June in the late afternoon or early evening. You'll be given a choice of dates to take part in this</li> <li>• <b>Stage 2:</b> Next, we will provide you with a code so that you can order the new product online to your home for free. Once you have received the product, you will trial it over 3 months from 27 June – 23 September, and we will ask you to record your experiences with weekly questions on an online community for the first month, then fortnightly thereafter. Activities on the online community should take no longer than 30-45 minutes per week.</li> <li>• <b>Stage 3:</b> Finally, a small selection of participants from stage 1 &amp; 2 will be invited to take part in an hour long group discussion, to summarise your experiences with the new product, between 27-29 September.</li> </ul> <p>We understand that there are many reasons why people might use moist toilet wipes/feminine hygiene products or wet wipes, some of which may be personal / private. We are looking for helpful input based on individual's specific experience on this; but please rest assured that all participation will remain anonymous and everything you say will be treated with the utmost sensitivity. You will not be required to show your face in discussion or in the online community if you do not wish to, and nothing you share as part of the research will be directly attributed back to you.</p> <p>If you are selected to take part and complete all the tasks, then you will receive a £100 Voucher Express voucher.</p> <p>What do I need to do now?</p> <p>Please click <a href="#">here</a> to answer a short survey to see if you are eligible for the research.</p> <p>Spaces are limited so please register your interest as soon as you can.</p> <p>Many thanks for your time and input,          Claire &amp; the WaterTalk team</p>	

## Intro:

Pipe in age, gender, social demographic, household income, family status, measured, geographic location

### ASK ALL. SINGLE CODE. SCREEN OUT IF 2 IS SELECTED

**Q1 Many thanks for your interest in our research about wet wipe usage and trialling a new product. The research will involve talking to one of our researchers over Zoom for a 30 minute group discussion, followed by a 3-month home product usage trial.**

The initial online group discussion will take place between 20-21 June, and the home product trial online community will take place between 27 June – 23 September.

You may then be invited to take part in a final wrap up discussion group, lasting 1 hour, between 27-29 September.

Please note, for the group discussion phases of the research, your name and email address will be shared with Zoom in order for you to access the discussion at the pre-designated date and time. The interview will be recorded and stored by Zoom and delivered to Verve Partners Limited.

*Please note you will not be required to show your face as part of the group discussions, or images / videos you upload to the online community if you do not wish to.*

PLEASE CLICK BELOW IF YOU WOULD LIKE TO READ ANY OF THE PRIVACY POLICIES, PLEASE NOTE THESE ARE IN ENGLISH.ZOOM ([HTTPS://ZOOM.US/PRIVACY](https://zoom.us/privacy))

Are you available to take part, and happy for us to share your details with Zoom, and in addition share your responses with the client, for research purposes only?

1. Yes, I am available and able to take part in a video interview, 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 - **SCREENOUT**

### ASK ALL. SINGLE CODE. SCREEN OUT IF 2 IS SELECTED

**Q2 As part of this research, you will also be required to order a new product online, from a company called Wype. You will be provided with a code so that you may order this product for free. To enable you to order this product online, you will need to share your email address with Wype**

PLEASE CLICK BELOW IF YOU WOULD LIKE TO READ THE WYPE PRIVACY POLICIES. PLEASE NOTE THESE ARE IN ENGLISH. Insert Wype Privacy Policy

Are you willing to share your name, email address and home address with Wype, in order to receive the trial product and any associated communications from Wype, during the research period? You may unsubscribe from any Wype emails once the research is over.

1. Yes, I am willing to share my name, email address and home address with Wype to access the trial product, and willing to receive email communications from Wype during the trial period.
2. No, I am not willing to share my name, email address and home address with Wype to access the trial product, nor willing to receive email communications from Wype during the trial period - **SCREENOUT**

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. MULTICODE. RANDOMISE.

**Q3. Which of the following moist wipe brands, if any, have you bought or used in your household in the past 3 months? *Please select all that apply.***

1. Andrex washlets
2. Nice'n'clean
3. Kleenex
4. AnuSol
5. Nutmeg
6. Pampers
7. Dove
8. Waterwipes
9. Huggies
10. Femfresh
11. Simple
12. No7
13. Baby Dove
14. Aveeno Baby
15. Johnsons
16. Supermarket own brand
17. Pharmacy own brand
18. Other *Please specify*
19. None of the above **EXCLUSIVE**

## ASK ALL. OPEN ENDED

**Q4. And what are the top 3 reasons why you use these wipes? Please be as detailed as possible in your answer. *Again, we want to reassure you that any reasons/personal information you give will be treated with the strictest confidence and utmost sensitivity.***

**Q5. To take part in this research, please can you confirm which technology devices you have access to?**

- 1) A laptop computer
- 2) A desktop computer
- 3) A tablet (e.g. iPad, Samsung Galaxy tablet)
- 4) A smartphone
- 5) None of the above **EXCLUSIVE**

## ASK ALL SINGLE CODE

**Q6a. How would you rate your technical ability when it comes to using online tools?**

1. Very confident
2. Somewhat confident
3. Neither confident nor unconfident
4. Somewhat unconfident
5. Very unconfident

**Q6b. Do you think you may need technical support if you were to take part in the research via Zoom?**

1. Yes
2. No

**Q7a. To take part in the research, we'll need to contact you by phone to arrange a time for your group discussion. This will only be used to arrange your discussion and will not be kept after the research. Your phone number will only be used if you are selected to take part.**

**Are you happy to share your phone number with us?**

1. Yes
2. No – this means you won't be able to take part in the research – **SCREENOUT**

**Q7b Please enter your phone number in the box below**

OPEN CODE, FORCED, SHOW BOXES FOR TELEPHONE NUMBER

## Thank you

Closing text

### 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 telephone by Friday 17<sup>th</sup> June at the latest so listen out for our call