

Recruitment Screener
Reference: J.5658-0421 - Screener
Verve Partners Ltd - Water Companies
Project Manager: becky.coffey

RESPONDENT TITLE	
RESPONDENT FIRST NAME	
RESPONDENT SURNAME	
RESPONDENT GENDER	
RESPONDENT DOB	
ALTERNATIVE CONTACT PHONE	
MOBILE PHONE	
EMAIL	
ADDRESS 1	
ADDRESS 2	
ADDRESS 3	
TOWN/CITY	
REGION	
POST CODE	
RESPONDENT WORKING STATUS	
RESPONDENT OCCUPATION	
RESPONDENT JOB TITLE	
RESPONDENT INDUSTRY	
CHIEF INCOME EARNER'S OCCUPATION	
SOCIAL GRADE	

Community	Environmental	Economic/Reactive	Business	Future bill payers
Q23. Min 3 locations	Q23. Min 3 locations	Q23. Min 3 locations	B17 – mix of sizes	Q23. Min 3 locations
Q24 Mix of 1-4	Q24 Mix of 1-4	Q24 Mix of 1-4	B18 – Mix of 1 - 5	Q24 Mix of 1-4
Q25 1 -UU	Q25 1 -UU	Q25 1 -UU	B19 – Mix	Q25 1 -UU
Q27 1	Q27 1	Q27 1	B20 – 1 Yes	Q27 3
Q28 Mix of 1 and 2	Q28 Mix of 1 and 2	Q28 Mix of 1 and 2	B21 – Capture	Q28 Mix of 1 and 2
Q29 Must code 1 – 3	Q29 - Capture	Q29 – 4	B22 - Capture	Q29 Capture
Q30 Capture	Q30 Capture	Q30 Capture	Capture responses to remaining questions	Q30 Capture
E31 Capture	E31 Must code at least 2 1-12	E31 Must not code more than 1 1-12		E31 Capture
Q32 Capture	Q32 Capture	Q32 Can code 1 or 5		Q32 Capture

1. I am calling on behalf of Acumen Fieldwork to find out if you would like to take part in an exclusive research project on behalf of United Utilities. The research would be conducted by Market Research agency Verve and would involve taking part in an **online pop up community** and giving feedback on some information that United Utilities would like to use to inform the public about an important water topic.

The community will run from **Monday 26th to Thursday 29th April** and would involve you logging into a text based community and completing some activities. The activities will involve reading information or watching a video and then giving feedback on the topic – it is likely to take no longer than 30 minutes each day to complete and you will be incentivised with [£50/£100] for completing all the tasks and any follow up questions from the moderators.

The online community will be hosted via our trusted third party supplier, Further, you can read Further’s privacy policy at <https://www.go-further.co/privacy>. Your email address will be shared with Further and Verve in order for you to be invited to join the community and to communicate with you during the research but will not be used for any other purpose and will be deleted after the project is complete. Comments, activity results, videos and images you choose to upload/share during the community will be held securely on the Further platform for a maximum of three months before deletion – FYI There will be no requirement to video yourself or provide an image of yourself during this community. You can see Verve’s Privacy policy at <https://www.addverve.com/privacy-policy>.

The answers you provide will be shared with United Utilities and used for the market research purposes only. Any comments your make will be anonymised and not directly attributed to you and United Utilities will not be given access to your contact details at any point in the research.

Acumen Fieldwork and their authorised users only, which includes affiliate companies and third party authorised users, may use your personal information for the purposes set out in their privacy policy, available on their website www.acumenfieldwork.com.

The uses include the verification of other market research projects you may have taken part in for Acumen Fieldwork to ensure that any participant's attendance does not exceed the levels recommended by the Market Research Society (MRS). Please confirm and acknowledge that you understand how your personal data will be used and that you have been referred to Acumen Fieldwork's privacy policy and have no objections to such use?

Would you like to register your interest to take part in this online pop up community and are you happy with how your information would be shared if you were to take part?

Yes

No

2. From the community, Verve will invite a number of participants to take part in a follow up online focus group. The groups will last no longer than 90 minutes and will involve further discussion on the information you will see during the pop-up community. Everyone who takes part in the focus group will receive an additional [£50/£100] incentive.

By taking part in the group discussion, you agree for Verve to use a recorded video of the session for the purpose of internal research and analysis. You can view Verve’s privacy policy at <https://www.addverve.com/privacy-policy> - I can send you a link by email, if you would like to see it?

The group discussions will be conducted using Verve’s trusted third-party platform, Zoom. Your name and email address may be shared with Zoom in order to arrange time to participate and for you to access the discussion. For more information, please visit <https://zoom.us/privacy>.

You will need to use a laptop/desktop or a good sized tablet to take part, so that you are able to see the messages that we will be showing you.

Videos will never be shown publicly and will only be used for internal research purposes by Verve and our client's team: nobody will ever try to sell you anything, as a result of you taking part in the study. I will tell you who our client is at the end of our conversation today.

Members of the United Utilities client team will be viewing the online groups and they will have access to the recordings afterwards. The video footage will only ever be used for research purposes and will be deleted from Verve's servers within 6 months of the study's completion.

You may not be chosen for this part of the project, but would you be available on [insert time and date of specific group], and are you happy to participate if you are selected for the focus group based on the information we have given you?

Yes

No

ENSURE THIS IS READ OUT IN FULL AND THAT PRIVACY POLICY AND CORRECT INVITE ARE SIGNPOSTED OR SENT OUT

S3. Please record how the participant was recruited

Face to Face

Telephone

Social Media

Online / Email survey (Without any telephone screening)

Via Customer List (client sample only)

PLEASE RECORD

S4. Have you ever taken part in market research?

Yes

No

S5. What was the date of your most recent market research?

CLOSE IF PARTICIPANTS HAVE BEEN TO ANY MARKET RESEARCH IN THE LAST 6 MONTHS

THIS INCLUDES FOCUS GROUPS, ONLINE FORUMS, ONLINE GROUPS, USER TESTS, DEPTH INTERVIEWS, MYSTERY SHOPPING, TELEPHONE RESEARCH

S6. What was the subject of the research you have done in the past?

S7. Please confirm that the participant has an excellent command and understanding of the English language?

Yes

No

RECRUITER: PLEASE USE JUDGEMENT TO CHECK AND CONFIRM THAT PARTICIPANTS HAVE THE COMMUNICATION SKILLS TO PARTICIPATE FULLY

S9. If you take part in this market research study there may be a need to re-contact you about the study e.g. to clarify some of your answers or to ask if you would like to take part in a further part of the study. Can you confirm that you understand this and are happy to be re-contacted?

Yes

No

S10. Do you or any of your close friends or family work in or have previously worked in any of the following occupations?

Marketing or market research

Advertising or PR

Journalism or press

- Water companies in any capacity
- None of these

ALL MUST CODE NONE OF THESE

D11. Gender

- Male
- Female

AIM FOR A MIX

D12. Age

COMMUNITY AND ENVIRONMENTAL -

2 X 18-29

2 X 30-39

2 X 40-49

2 X 50-59

2 X 60+

ECONOMIC / REACTIVE ABC1 18-39 AND ECONOMIC / REACTIVE C2DE 18-39 -

MIN X 4 18-29

MIN X 4 30-39

ECONOMIC / REACTIVE C2DE 40+ -

MIN X 2 40-49

MIN X 2 50-59

MIN X 2 60-69

BUSINESS ECONOMIC / REACTIVE -

ENSURE A SPREAD

FUTURE BILL PAYERS -

ALL AGED 18-29 - ENSURE A SPREAD

D13. SEG

COMMUNITY AND ENVIRONMENTAL -

MIX OF SEG

ECONOMIC / REACTIVE ABC1 18-39

ALL ABC1

ECONOMIC / REACTIVE C2DE 18-39 AND ECONOMIC / REACTIVE C2DE 40+ -

ALL C2DE

BUSINESS

N/A

FUTURE BILL PAYERS -

PLEASE RECORD

V14. For this research we're looking to speak to a representative sample to ensure our campaign meets the needs of all user groups, therefore the next few questions will be related to your health and wellbeing. Do you have any illnesses, impairments,

disabilities, learning difficulties or mental health conditions that impact your day to day life? E.g. a physical disability, hearing loss, vision loss, arthritis, learning difficulties, anxiety etc.

Yes

No

V15. After your rent / mortgage and bills are paid, which of the following statements would you say best applies to your current financial state?

1. I have a lot of / enough disposable income and do not worry about money

2. I do worry about money but I don't feel like I'm in any financial difficulty

3. I struggle to make ends meet and worry about money

ECONOMIC / REACTIVE C2DE 40+ AND ECONOMIC / REACTIVE C2DE 18-39 - AIM FOR SOME PER GROUP TO HAVE A DISABILITY

ECONOMIC / REACTIVE C2DE 40+ AND ECONOMIC / REACTIVE C2DE 18-39 - AIM FOR SOME TO CODE 3 AT D15. TO BE CLASSED AS VULNERABLE

IF NONE OF THE ABOVE THEN PLEASE ALSO ASK THE INCOME QUESTION TO ACCOUNT FOR VULNERABILITY

D16. What is your current working status?

1. Retired

2. Stay at home parent

3. Employed full time

4. Employed part time

5. Self employed

6. Own / run my own business

7. Full time student

8. Part time student

9. Currently unemployed

10. Other

PLEASE RECORD

QUESTIONS B ARE FOR BUSINESS GROUP

THOSE WHO ANSWER 6. OWN/RUN OWN BUSINESS OR 3. EMPLOYED FULL TIME

B17. You say you are employed full time/Own your own business, what size business is it?

1-49

50-99

100+

N/A

BUSINESSES -

MIN X 2 1-49

MIN X 2 50-99

MIN X 2 100+

B18. In which region is the business?

1. Cumbria

2. Lancashire

3. Merseyside

4. Cheshire

5. Greater Manchester

6. None of these

BUSINESSES -

Mix of 1 -5

B19. What type of business do you own/do you work for?

- 1. Automotive
- 2. Clerical
- 3. Financial
- 4. Food service industry (Restaurant/takeaway/Pub)
- 5. Healthcare
- 6. Media/Entertainment
- 7. Pharmaceutical
- 8. Retail
- 9. Telecoms/Tech
- 10. Travel/Tourism
- 11. Other (Write in)

BUSINESSES -

Mix of industries

B20. Are you responsible for selecting and/or managing utility suppliers, including water?

- 1. Yes
- 2. No

MUST SELECT 1. YES – AN BE INVOLVED OR BE AWARE OF WATER USAGE

B21. How does your organisation mainly use water? You can choose more than one answer

- 1. The manufacturing process which is essential to the running of your organisation (e.g. to power machinery, agricultural production etc.)
- 2. The supply of services your organisation provides (e.g. cleaning services etc.)
- 3. An ingredient or part of the product or service your organisation provides (e.g. food or drink, chemical, cosmetics manufacturer etc.)
- 4. Normal domestic use for your organisation's customers and employees (e.g. customer toilets, supply of drinking water)
- 5. None of the above
- 6. Don't Know

CAPTURE

B22. Can you estimate how much you pay for your water and sewerage services in the North West each year?

- 1. Less than £500
- 2. £500-£999
- 3. £1,000 – 1,999
- 4. £2000-£4,999
- 5. £5000-£9,999
- 6. £10,000-£49,999
- 7. £50,000 -£99,999
- 8. £100K -£249K
- 9. £50,000 -£99,999
- 10. £100K -£249K
- 11. £250K or more
- 12. Don't know

CAPTURE

THE FOLLOWING QUESTIONS ARE FOR THE REMAINING GROUPS BUT CAPTURE RESPONSES FOR BUSINESS GROUP

23. In which region do you currently live?

- 1. Cumbria
- 2. Lancashire
- 3. Merseyside
- 4. Cheshire
- 5. Greater Manchester
- 6. None of these

PER GROUP / SEGMENT -

MIN X 3 OF THE 5 LOCATIONS COVERED

MIN X 10 OF EACH LOCATION ACROSS THE ENTIRE SAMPLE

IF NONE OF THESE THANK AND CLOSE

24. And how would you describe the area in which you live?

- 1. Urban
- 2. Rural
- 3. Coastal
- 4. Inland

ENSURE A MIX OF URBAN, RURAL AND COASTAL IN EACH GROUP / SEGMENT

25. Who provides your water for your home address / business address?

- 1. United Utilities
- 2. Yorkshire Water
- 3. Severn Trent
- 4. Other
- 5. Don't know

ALL MUST CODE UNITED UTILITIES

IF PARTICIPANT DOESN'T KNOW, PLEASE ASK THE FOLLOWING QUESTION

26. What is your postcode?

ENTER POSTCODE AT THE FOLLOWING WEBSITE TO ENSURE ALL PARTICIPANTS ARE WITH UNITED UTILITIES

[HTTPS://WWW.WATER.ORG.UK/ADVICE-FOR-CUSTOMERS/FIND-YOUR-SUPPLIER/](https://www.water.org.uk/advice-for-customers/find-your-supplier/)

27. Who is responsible for paying for the water bill in your household / business?

- 1. I am solely / jointly responsible for paying the water bill
- 2. Someone else in the household / business is responsible
- 3. Someone outside of my household is responsible

FUTURE BILL PAYERS - ALL MUST CODE 3

NONE TO BE RESPONSIBLE FOR PAYING THEIR OWN WATER BILL (INCLUDED IN BILLS IN RENTED ACCOMMODATION, STUDENT ACCOMMODATION ETC.)

ALL OTHER PARTICIPANTS NEED TO BE SOLELY OR JOINTLY RESPONSIBLE FOR THE WATER BILL

28. Are you on a water meter in your home / business?

- 1. Metered
- 2. Unmetered
- 3. Do not know

ENSURE A MIX OF METERED AND UNMETERED ACROSS ALL SAMPLE

FUTURE BILL PAYERS MAY CODE DO NOT KNOW BUT ALL OTHERS SHOULD PROVIDE AN ANSWER

C29. Have you ever been personally impacted by any of the following?

- 1. Blocked drains in the area that are not on your property but are causing unpleasant smells
- 2. Local flooding due to blocked drains or heavy rain water
- 3. Home or property directly impacted due to sewer flooding
- 4. None of the above

COMMUNITY - ALL MUST CODE AT LEAST ONE OPTION 1-3

ENVIRONMENTAL - PLEASE RECORD

ECONOMIC / REACTIVE ABC1 18-39, ECONOMIC / REACTIVE C2DE 18-39 AND ECONOMIC / REACTIVE C2DE 40+ - ALL MUST

CODE OPTION 4

BUSINESS ECONOMIC / REACTIVE AND FUTURE BILL PAYERS - ENSURE A MIX OF THOSE WHO HAVE AND HAVEN'T BEEN AFFECTED

C30. Which of the following have you done in the past 5 years

- 1. Cleaned up your street or took part in a cleaner streets campaign
- 2. Reported a problem to the council such as fly tipping, broken paving or street lamps that don't work
- 3. Campaigned on a local issue such as reducing speed limits on local roads
- 4. Volunteered for local charities or events
- 5. Raised funds for a local charity or cause
- 6. Take an active part in a local society or community group (including PTA, scouts etc)
- 7. Are involved with the local council (either an elected role or in a clerical capacity)
- 8. Are involved in running a local sports club (e.g. coach a kid's sports team)
- 9. None of the above

CAPTURE BUT DO NOT SCREEN OUT

E31. Which of the following have you done in the past 5 years

- 1. Cleaned up your street or took part in a cleaner streets campaign
- 2. Took part in a green gym (gardening activities that benefit the community)
- 3. Been involved in a planting event (e.g. planting trees or helping maintain the local natural environment)
- 4. Are a member or donate regularly to an environmental or wildlife charity?
- 5. Took part in outdoor sport or activity in a natural water environment (e.g. fishing, surfing, paddle boarding, rowing, wild swimming etc)
- 6. Have actively research in some detail the environmental impact of flooding/water quality
- 7. Have campaigned or raised money for a local environmental issue
- 9. Are disciplined about researching and using companies and products that are kind to the environment
- 10. Have made changes to your diet (e.g. become a vegetarian/vegan) for environmental reasons
- 11. Have invested in renewable energy for environmental reasons (e.g. solar panels)
- 12. Have invested in ways to reduce water wastage in your home for environmental reasons (e.g. installed water saving shower heads or flow restrictors)
- 13. None of the above

ENVIRONMENTAL – ALL TO CODE AT LEAST TWO OPTIONS 1-12

BUSINESSES AND FUTURE BILL PAYERS - AIM FOR A MIX OF THOSE CODING 1-12 AND NONE OF THE ABOVE

COMMUNITY – RECORD

3 X ECONOMIC / REACTIVE GROUPS – NONE TO CODE MORE THAN ONE OPTION 1 – 12 - ALL CAN CODE 13

ER32. Which of the following have you done in the past 5 years

- 1. Looked up the environmental information when looking to invest in property
- 2. Looked up information about flooding near your home
- 3. Looked up real time information about drains issue in the area
- 4. Looked up real time information about water quality
- 5. Have never looked up any information to do with flooding or water quality

3 X ECONOMIC / REACTIVE GROUPS - MAY CODE 1 BUT AIM FOR ALL TO CODE 5

MAY HAVE SEARCHED FOR FLOODING INFORMATION WHEN INVESTING IN PROPERTY BUT WOULD ONLY BE INTERESTED IF THEY WERE DIRECTLY IMPACTED

HAVE NOT ACTIVELY SEARCHED FOR INFORMATION ABOUT FLOODING OR WATER QUALITY

ALL OTHER GROUPS PLEASE RECORD

T33. To take part in this online 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

AIM FOR ALL TO CODE 1 OR 2 LAPTOP OR DESKTOP

CAN CODE TABLET

CAN CODE SMARTPHONE AS LAST OPTION BUT IS NOT PREFERRED

T34. Does your device have speakers, camera and a microphone? (these can be in-built, attached with USB plug in or via wireless Bluetooth)

1) Yes - Speakers

2) Yes - Microphone

3) Yes - Camera

4) None of the above

ALL MUST CODE YES - SPEAKERS, YES - MICROPHONE AND YES - CAMERA

T35. Do you have a fast and consistently reliable internet connection at home?

Yes

No

ALL MUST CODE YES

T36. Do you think you may need technical support if you were to take part in the online pop up community or the focus group via Zoom?

Yes

No

Verve can supply some additional assistance if required

Recruiter Declaration

I confirm that this interview has been carried out with the respondent named, and that it was done in accordance with the instructions of Acumen Fieldwork and the Code of Conduct of the Market Research Society.

Recruiter Name:

Recruiter Signature:

Date: