



Recruitment screener

Client name:	United Utilities
Project name:	Fluidmaster Research
Job number:	9521
Methodology:	Face to face Focus Groups
Sample size:	8 per group (over recruit 9 for 8)
Fieldwork dates:	6 th - 8 th February 2024 6:30-8pm
Recruitment approach:	Telephone with Client supplied data
Version	1

Sample overview

Quotas overview

<i>Workshop</i>	<i>Quota SEG</i>	<i>Quota Age</i>	<i>Quota Gender</i>	<i>Quota Ethnicity</i>	<i>Date & Time</i>	<i>Moderator</i>
Leak fixers and Leak claimers who have fixed a leak	MIX	MIX	MIX	Min 1 minority ethnic	06/02/2024 6:30pm – 8:00pm	Christian Easdown
Leak ignorers and Leak claimers who have ignored a leak	MIX	MIX	MIX	Min 1 minority ethnic	07/02/2024 6:30pm – 8:00pm	Christian Easdown
Unmetered customers who have had a leak in last 2 years	MIX	MIX	MIX	Min 1 minority ethnic	07/02/2024 6:30pm – 8:00pm	Ali Sims
Hypothetical Leak sample (no leak in last 2 years)	MIX	MIX	MIX	Min 1 minority ethnic	06/02/2024 6:30pm – 8:00pm	Alex Belcher



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 your local water and wastewater provider, to invite people to take part in a discussion about a new product that is intended to help tackle leaks, such as a dripping tap, or leaking toilet. We will also ask about your personal experiences of leaks within your home.

We are looking for people to take part in a discussion that will last around 1 and a half hours. You would be joined by around 7 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 £60. 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. 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)

Q01.

Base: All respondents

Would you be interested in taking part in our research?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	SCREEN OUT

RECRUITER NOTES: Respondents must speak English

Q02.

Base: All respondents

At DJS Research we are committed to respecting the values, ideas and beliefs of everyone who participates in our research. In return, we ask research participants to:

- respect the views, ideas and beliefs of other individuals who may be participating in the session
- be courteous to everyone participating, including the research facilitator/interviewer

The research facilitator/interviewer may ask any individual not adhering to the above to leave the session.



Are you happy to participate on this basis?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	SCREEN OUT



S01.

Base: All respondents

Do you have any responsibility for the utility bills in your home?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	I have sole responsibility for paying the utility bills directly to the supplier		
2	I have joint responsibility for paying the utility bills directly to the supplier		
3	My utility bills are included as part of my rent or accommodation service arrangement (e.g., student accommodation)		SCREEN OUT
4	I have no responsibility for the utility bills to the supplier nor as part of my rent/accommodation service arrangement (e.g., paid for by someone else in the household)		SCREEN OUT

S02.

Base: All respondents

Do you have a water meter in your home?

Please select a single response only.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	My home is metered		
2	My home is not metered	(UNMETERED)	
85	I don't know		

GROUPING QUESTIONS

Q03.

Base: All respondents

United Utilities are looking to speak to a particular subset of their customers in this focus group.

Have you experienced a leak in your toilet at home within the last 2 years?

Please select a single response only.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No	(HYPOTHETICAL)	INFO1



Q04.

Base: All who have had a leak in the last 2 years (Q03/1)

Has the leak been fixed?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes	(LEAK FIXERS)	
2	No	(LEAK IGNORERS)	

CLASSIFICATION QUESTIONS

INFO1.

Base: All respondents

We now have a few questions about you to ensure we include a range of different people in our project. Your answers and individual details will not be shared with our client or any other 3rd party.

INFO PAGE

C01.

Base: All respondents

How would you describe yourself?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Male	QUOTA	
2	Female	QUOTA	
80	I describe my gender in another way (please specify)	OPEN	
86	Prefer not to say		

RECRUITER NOTES: Recruit a mix – Min 3 male and 3 female

C02.

Base: All respondents

Which of the following age groups do you fall within?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Under 18		SCREEN OUT
2	18-24	QUOTA	
3	25-29	QUOTA	
4	30-39	QUOTA	
5	40-49	QUOTA	
6	50-59	QUOTA	



7	60-69	QUOTA	
8	70+	QUOTA	
86	Prefer not to say		

C03.

Base: All respondents

How would you describe your ethnic background?

SINGLE RESPONSE

Code	Answer list	Routing
1	Asian / British Asian	
2	Black / African/ Caribbean / Black British	
3	Mixed / Multiple ethnic group	
4	White British / White European	
5	Other White background	
6	Other ethnic background	
86	Prefer not to say	

RECRUITER NOTES: At least 1 minority ethnic

C04.

Base: All respondents

Do you consider yourself to have a disability or long-term health condition?

Please select a single response only.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		C05
2	No		C06
86	Prefer not to say		C06

C05.

Base: Respondents with a disability or long-term health condition (C04/1)

Which of these best describes the nature of your disability or long-term health condition?

Please select all that apply.

MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
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1	Registered blind or visual impairment not corrected by glasses		
2	Physical impairments		
3	Deaf/ Sign Language user		
4	Hard of hearing/ hearing loss		
5	Mental health issues		
6	Learning difficulties		
7	Neurodiverse (e.g. Autism or Dyslexia)		
8	Long-term health condition		
80	An impairment or medical condition that is not listed above	OPEN	
86	Prefer not to say	EXCLUSIVE	

INFO 2:

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

C06.

Base: All respondents

Which of the following best describes your occupation? If you are now retired with a private pension please state your previous occupation.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	Code as D	
2	Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	Code as C2	
3	Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	Code as C1	
4	Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	Code as B	
5	Higher managerial/ professional/ administrative (e.g. Established	Code as A	



	doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)		
6	Student	Code as 'C1'	
7	Casual worker – not in permanent employment	Code as E	
8	Housewife/ Homemaker	Code as E	
9	Retired and living on state pension	Code as E	
10	Unemployed or not working due to long-term sickness	Code as E	
11	Full-time carer of other household member	Code as E	
86	Prefer not to say	Code as 'Not Classified' FIXED	

Recruit a mix

C07.

Base: All respondents

Approximately when was your property built?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Before 1989		
2	Between 1989 and 2010		
3	Between 2011 and 2020		
4	After 2020		
85	Don't know		

C08.

Base: All respondents

How many toilets do you have in your property?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	One		
2	Two		
3	Three		
4	Four or more		
85	I'm not sure		

C09.

Base: All respondents (exc C08/85)

You mentioned that you have [INSERT CODE AT C08] toilets in your property, how many have a dual flush i.e. two flush buttons



SINGLE CODE, ONLY SHOW CODES RELEVANT FROM C08

Code	Answer list	Scripting notes	Routing
1	None		
2	One		
3	Two		
4	Three		
5	Four or more		
85	I'm not sure		

SUITABILITY QUESTIONS

S01.

Base: All respondents

Do you or your close family work in any of the following occupations? Please tick all that apply.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Journalism		SCREENOUT
2	Advertising		SCREENOUT
3	Market Research		SCREENOUT
4	Public Relations		SCREENOUT
5	Water and wastewater industry		SCREENOUT
87	None of the above		CONTINUE

RECRUITER NOTES: Thank & close if working in any of the above professions.

S02.

Base: All respondents

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

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	S03
2	No	

S03.

Base: All respondents

When was the last time you took part in a market research project in the water sector?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Less than six months ago		SCREEN OUT



2	More than six months ago		S04
3	I haven't taken part taken part in a market research project in the water sector before		CONTINUE

S04.

Base: All respondents

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

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
1	TYPE IN		

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

S05.

Base: All respondents

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

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	I get really nervous and tend to be quieter than usual		SCREEN OUT
2	It wouldn't bother me I'd listen to other people, but I'd also make sure I got my point across		CONTINUE
3	I'd probably be the first one to speak, I am quite outspoken when I have a view on something		CONTINUE
4	I'd probably feel happier to sit back and listen to others rather than say something different to everyone else		SCREEN OUT



AGREEMENT TO AUDIO/VIDEO RECORDING & CLIENT ATENDEES

S06.

Base: All respondents

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.

Are you happy to take part in the research on this basis?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	SCREEN OUT

S07.

Base: All respondents

We will also be taking photographs of the day that may be shared with United Utilities' third parties, such as the industry regulator and customer engagement groups. These photographs may also be shared publicly in marketing materials, including but not limited to, online platforms, social media, and promotional materials.

Are you happy to take part in the research on this basis?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	

Recruiter instructions – If participants are not happy to be photographed, do not screen out and reassure them that there will be no photos taken of them.

S08.

Base: All respondents

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?

SINGLE RESPONSE

Code	Answer list	Routing
1	Yes	
2	No	SCREEN OUT

CONTACT DETAILS



Q05.

Base: All respondents

Thank you for answering our questions. We are pleased to say you meet all the criteria for our research study.

In order for us to get in touch, please provide your name and contact information below:

NAME: TEXT RESPONSE

EMAIL ADDRESS: TEXT RESPONSE

CONTACT PHONE NUMBER: NUMERIC RESPONSE

IF YOU NEED TO SCREEN OUT (AT END OF SCREENER).

Thank you for your interest in our research project.

Unfortunately, on this occasion you either do not meet the criteria we are looking for, or we already have sufficient numbers of people in your demographic taking part. We hope to see you on another research project soon!

Recruiter notes - following recruitment:

- *DJS Research will provide each respondent with a confirmation email with research session details*
- *Please update the respondent profile grid AT LEAST TWO DAYS BEFORE THE FIELDWORK DATE.*
- ***Please provide full details for all screening questions in the profile sheet (rather than coded answers that cannot be read without referring back to the screener)***