

## 9683

## Water blend comms

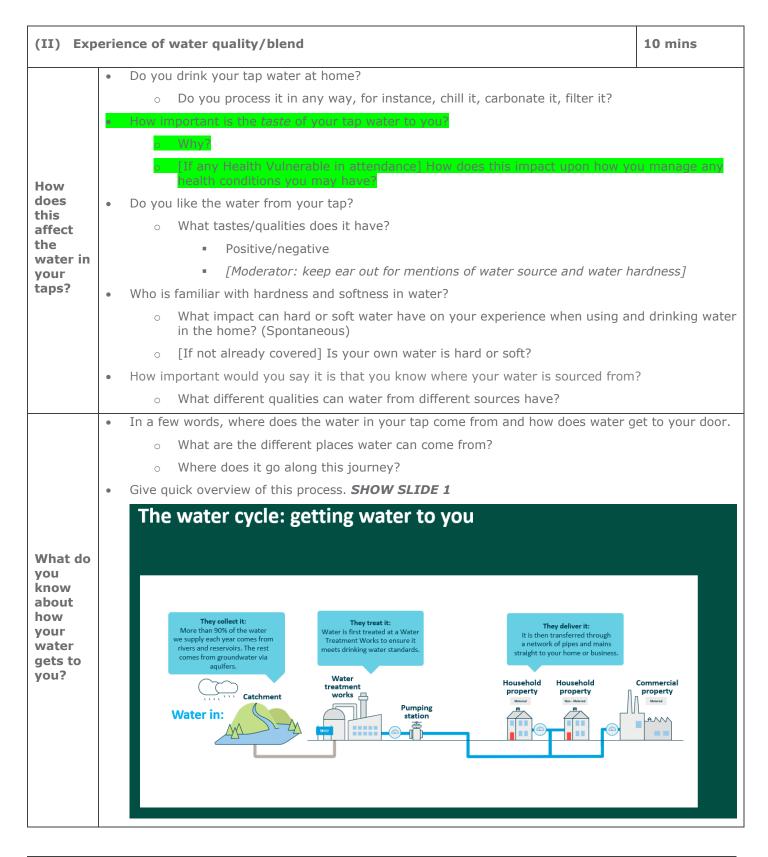
## Focus Group Discussion Guide (1.75 hours)

## (CONTROL GROUP – 8 participants)

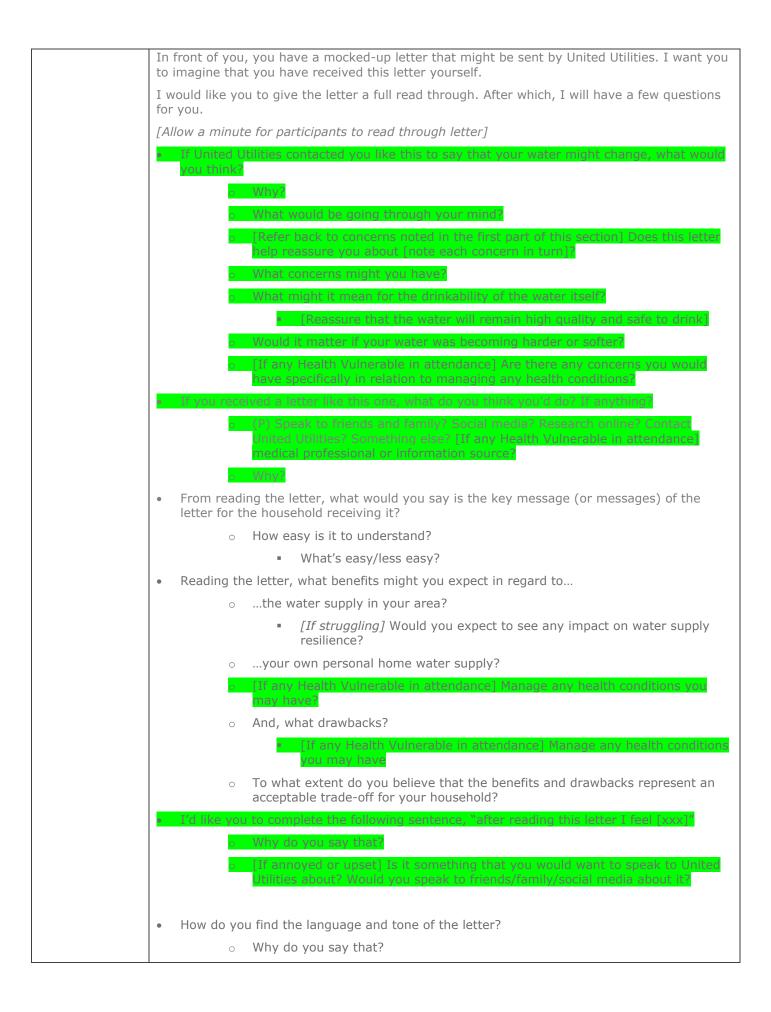
For moderators, throughout bear in mind the eight key BehSci 'levers' when considering responses and when probing:

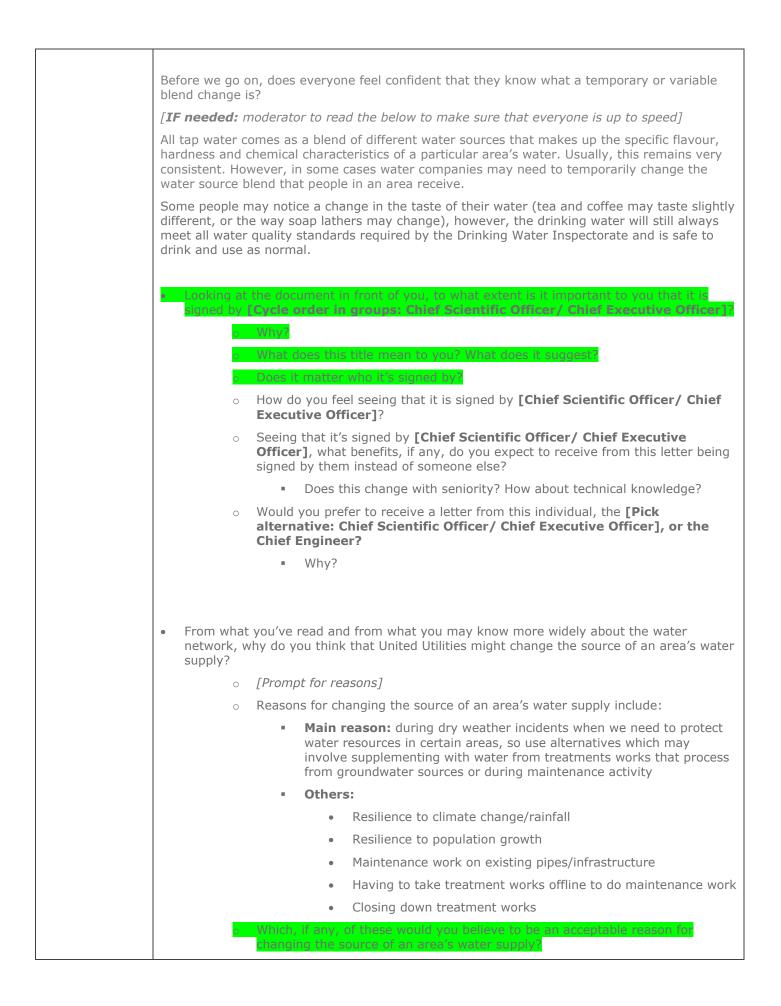
- Messenger
- Losses
- Gains
- Social norms
- Salience
- Affect
- Expectation
- Transparency

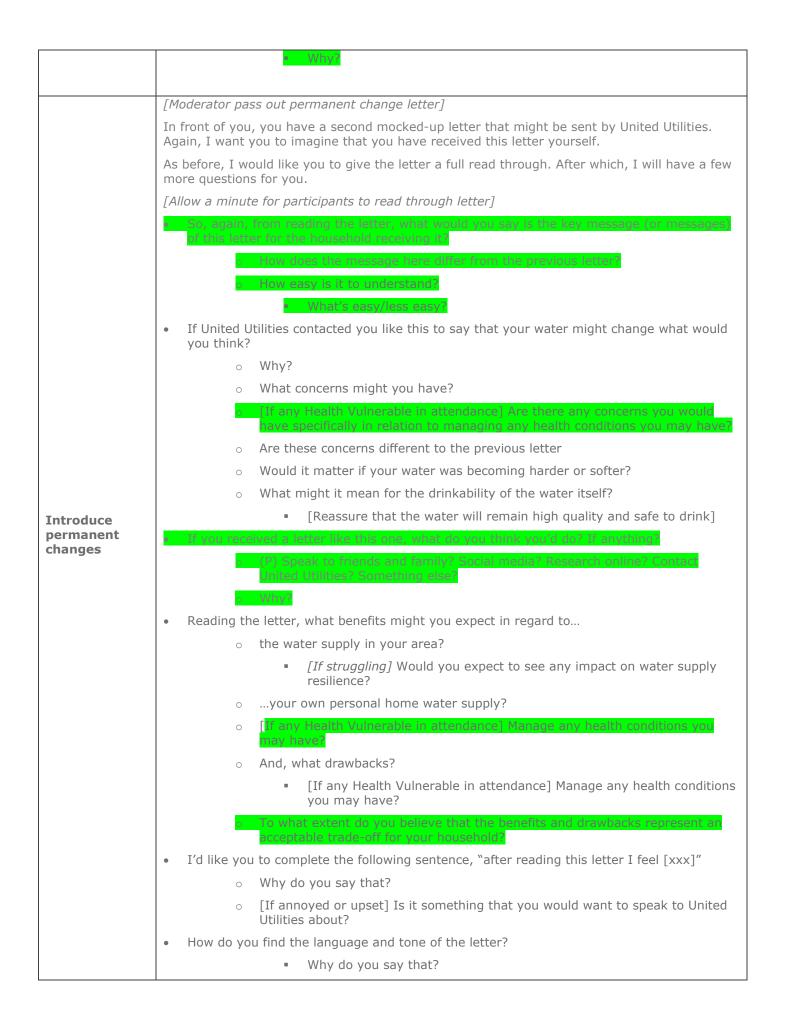
(I) Introducti	ion 10	mins
Brief explanation of the purpose of the research	Moderator to explain the nature of the research;	
	• I work for a company called DJS Research, we are an independent market research company and today we are working on behalf of United Utilities	
	• Our client is looking to understand what people think about the water that United Util brings to your home.	lities
	Moderator to reassure respondents about confidentiality / GDPR compliance	
	• Feedback will be summarised into a report along with other research, we won't pass names/specific details of who we have spoken to back to our client	
the research	• There are no right and wrong answers; we are just interested in your views, opinions ideas.	and
	<ul> <li>Brief explanation about audio/video recording information (as appropriate) – we may anonymised quotes &amp;/or video clips in our report to illustrate the research findings for client, but these will not be attributed to your personally.</li> </ul>	
	Introduce any client observers	
	Moderator to invite respondent(s) to introduce themselves;	
	• First, let's do some introductions! I'm (MODERATOR NAME) from DJS Research and I' leading tonight's discussion.	'll be
Introductions	Introduce any client observers	
	• Please could you now introduce yourselves, giving your name, who you live with, are on a water meter.	you
	• Experiences of dealing with United Utilities in the last 1-2 years	

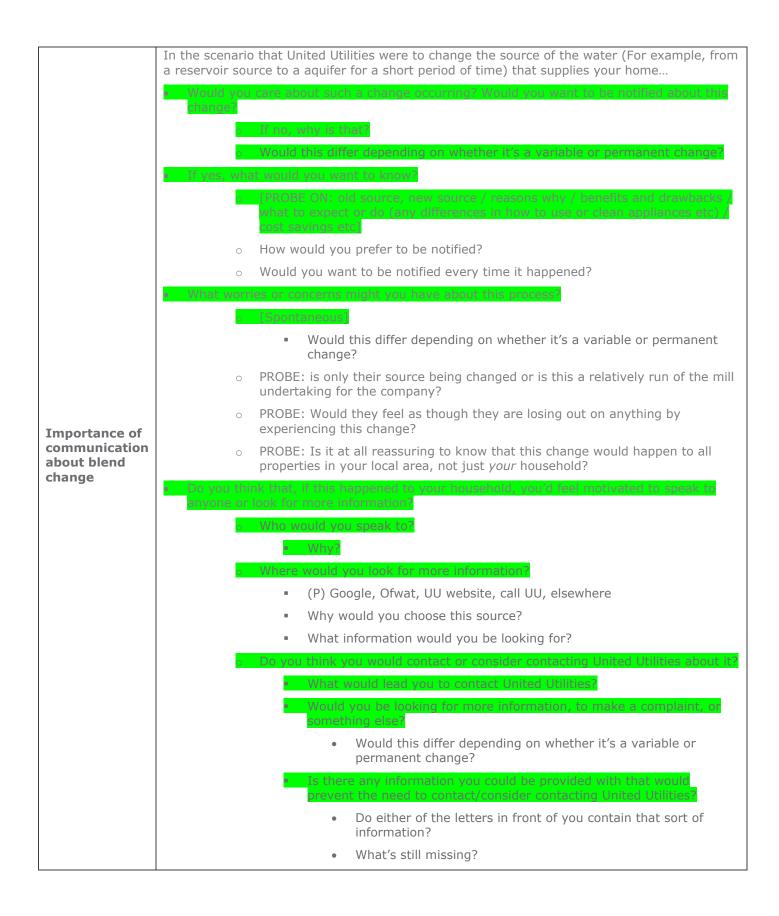


(III) Variable and permanent supply changes		25 mins
Introduce variable blending	[Moderator pass out variable change letter]	







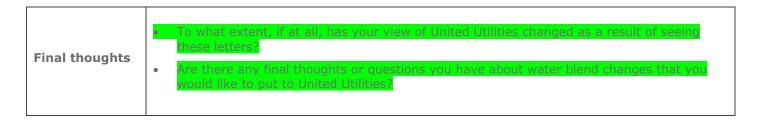


	MODERATOR: THROUGHOUT COMMS REVIEWS, PROMPTS ARE DESIGNED TO ELICIT SOME DISCUSSION AND THOUGHTS RELATING TO THE BEHAVIOURAL PRINCIPLES COVERED DURING THE BRIEFING – SEE SLIDE
	I now want you to break out into two groups of four. In your groups I want you, together, to review the letter informing the household of a <b>[permanent / variable – vary order across control groups]</b> change and, at the end of it, one representative from each group will give feedback on each of the following.
	[Moderator: cycle different title and signature options across the groups]
	Group one, you're going to be discussing whether you feel that the letter is:
	Easy to find the important information or difficult?
	Clear or unclear?
	Informative or lacking detail?
Reaction to the	Group two, you're going to be discussing whether you feel that the letter:
content	• Makes a good case for the changes or fails to do this?
	Is reassuring or concerning?
	Feels trustworthy or untrustworthy?
	For each of these, I want to get a sense of why you feel this is the case, so be sure to have your reasons and any examples to hand for when we come back together to share our thoughts.
	If you are the nominated representative for your group, please write down the thoughts from your group on the pad of paper in front of you.
	You have 15 minutes.
	[Moderator to cycle between groups to oversee/guide conversations]
	[Give the groups 15 minutes to run through the materials together]
	[Bring back as one group and probe on feedback and reasons/examples]
	I now want you to break out into your same two groups of four again.
	This time I want you, as a group, to improve the letter, based on the feedback we've just heard.
	There should be pens, post-it notes and highlighters in front of you, so feel free to scribble over it!
	Group one, you're going to be discussing how you would make the letter:
	Easy to find the important information
	• Clearer
Guaranted	More informative
Suggested improvements	Group two, you're going to be discussing how you would make the letter:
	Make a better case for the changes
	Be more reassuring
	Feels more trustworthy
	Again, you have 15 minutes.
	[Moderator to cycle between groups to oversee/guide conversations]
	[Give the groups 15 minutes to run through the materials together]
	[Bring back as one group and probe on feedback and reasons/examples]

Follow-up	Now that we've made our improvements to the letter, does anyone have any other thoughts or recommendations as to how we could improve it?
	If you received a letter like this one, what do you think you'd do? If anything?
	<ul> <li>(P) Speak to friends and family? Social media? Research online? Contact United Utilities? Something else?</li> </ul>

(V) Second com	ms review	20 mins
	[Collect in all materials and hand out second letter/email]	
	In front of you, there is a now the second printed document that, again, could form of an email or postal letter, informing you that your property will be subject to a <b>[permanent / variable]</b> change in your water supply blend.	n the basis
	I now want you to break out into your same two groups of four again.	
	Again, I want you, as a group, to improve the letter, in the same way as you did be	efore.
	As a reminder	
	Group one, you're going to be discussing how you would make the letter:	
	Easy to find the important information	
Suggested	• Clearer	
improvements	More informative	
	Group two, you're going to be discussing how you would make the letter:	
	Make a better case for the changes	
	Be more reassuring	
	Feels more trustworthy	
	This time you have, you have 10 minutes.	
	[Give the groups 10 minutes to run through the materials together then bring back group]	as one
	[Probe on feedback and reasons/examples]	
	Now that we've made our improvements to the letter, does anyone have any other or recommendations as to how we could improve it?	thoughts
	• If you received a letter like this one, what do you think you'd do? If anything?	
Follow-up	<ul> <li>(P) Speak to friends and family? Social media? Research online? Contac Utilities? Something else?</li> </ul>	ct United
	Why?	
	Are there any other ways you would be interested in receiving communications from Utilities on this subject, other than what we have looked at today?	m United
	[PROBE ON: social media, UU webpage, SMS, local newspaper]	

(VI)	Sum up	5 mins
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Any final questions from the clients/observers

Thank & Close