

<b>Client</b> – United Utilities
<b>Project name</b> – Bespoke PCs Testing
<b>Date</b> – July 2023
<b>Trinity McQueen contact</b> – Gabe, Simon

**Recruitment Screener – 6 X 60 minute depth interviews with NHH customers**

IMPORTANT CRITERIA
<ul style="list-style-type: none"> <li>• <b>Total of 6 to recruit</b></li> <li>• Recruit from anywhere across North West region (Greater Manchester, Merseyside, Cheshire, Cumbria, Lancashire)</li> <li>• Mix of males and females</li> <li>• All must be responsible for choosing their water supplier or a key end stakeholder in terms of their business’ water usage, eg. the owner / MD</li> <li>• A mix of business sectors and business size</li> <li>• A mix of reliance on water</li> <li>• Mix of location – urban and rural</li> <li>• Due to retail market they may not be a customer of UU</li> <li>• All must be able to actively take part in an online depth interview for 60 minutes</li> <li>• All must be competent in spoken English</li> <li>• All <b>MUST</b> be/will be sole or joint decision maker for utilities for their business</li> </ul>

Hello! My name is \_\_\_\_\_ from Trinity McQueen, an independent market research company. Today, we are recruiting for some market research about your water and waste water supplier. This would involve somebody interviewing you online via Teams/Zoom to ask you some further questions. It will take a maximum of 60 minutes and you will receive £xx as a thank you for your time. There will also be a short task to complete prior to the discussion, for which you will be paid a further £xx. Please note that this is genuine market research, your answers will be treated with confidence and no attempt will be made to sell you anything at all during the interview. As part of the session, we will be looking to get your views on some specific aspects of their business plan

**Q1.** Do you agree with the following statement: I understand that this research may be viewed, filmed and/or audio recorded, and the resulting footage will be seen by members of the Trinity McQueen project team and the research sponsor. This will be used purely for research purposes.

- |     |   |                        |
|-----|---|------------------------|
| Yes | 1 | <b>CONTINUE</b>        |
| No  | 2 | <b>THANK AND CLOSE</b> |

**Q2. RECORD GENDER**

- |                         |   |                 |
|-------------------------|---|-----------------|
| Male                    | 1 | <b>CONTINUE</b> |
| Female                  | 2 | <b>CONTINUE</b> |
| Identify in another way | 3 | <b>CONTINUE</b> |
| Prefer not to say       | 4 | <b>CONTINUE</b> |

*Recruiter note: 50:50 across full sample*

**Q3.** When was the last time you participated in market research of any sort?  
**READ OUT. CODE ONE ONLY.**

- |                          |   |                          |
|--------------------------|---|--------------------------|
| In the last month        | 1 | <b>THANK &amp; CLOSE</b> |
| In the last three months | 2 | <b>THANK &amp; CLOSE</b> |
| In the last six months   | 3 | <b>THANK &amp; CLOSE</b> |
| In the last 6-12 months  | 4 | <b>CONTINUE</b>          |
| Over 12 months ago       | 5 | <b>CONTINUE</b>          |
| Never                    | 6 | <b>CONTINUE</b>          |

**Q4.** What was the subject?  
Write in \_\_\_\_\_

*Recruiter note: thank and close anyone who has taken part in research into water or wastewater*

**Q5.** How many employees does the business have that you own/work for?  
**READ OUT. CODE ONE ONLY.**

0-4	1	<b>CHECK QUOTA</b>
5-25	2	<b>CHECK QUOTA</b>
26-50	2	<b>CHECK QUOTA</b>
51+	2	<b>CHECK QUOTA</b>

**Recruiter note:**

- *Small business = 0-25 employees*
- *Medium business = 26-50 employees*
- *Large business = 51+ employees*
  - *Aim to recruit at least 1 x from each business size*

**Q6.** What is the main function/operation of the business you own/work for?

\_\_\_\_\_ write in above and then code below

Commercial, e.g. retail, financial services, other service sector etc.	1	<b>CHECK QUOTA</b>
Industrial, e.g. construction, engineering, agriculture, transport etc.	2	<b>CHECK QUOTA</b>
Public/third sector, e.g. local authority, healthcare, education, charity etc.	3	<b>CHECK QUOTA</b>
Other	4	<b>CHECK QUOTA</b>

**Recruiter note:**

- *Please make note of whether this is a private or public sector company*
  - *Aim for a mix of business types*

**Q7.** Which of the following best describes your role in the business in terms of water rates?

I am responsible/jointly responsible	1	<b>CONTINUE</b>
I have no responsibility	2	<b>THANK &amp; CLOSE</b>

**Q8.** Where is your business based?

Cumbria	1	<b>CONTINUE</b>
Lancashire	2	<b>CONTINUE</b>
Merseyside	3	<b>CONTINUE</b>
Greater Manchester	4	<b>CONTINUE</b>
Cheshire	5	<b>CONTINUE</b>

**Recruiter note:**

- *Aim for a mixture across all regions*

**Q9.** Which of the following best describes your business?

We have full time business premises	1	<b>CONTINUE</b>
We do not have businesses premises / the business is run from home	2	<b>THANK &amp; CLOSE</b>

**Q10.** Which of the following options apply to you, in relation to the supply of water to your organisation? Water is vital for...

1) ...the manufacturing process which is essential to the running of our organisation (eg, to power machinery, agricultural production, etc)	<b>CONTINUE – CHECK QUOTAS</b>
2) ... the supply of services our organisation provides (eg, cleaning services, hospitals, hotels)	<b>CONTINUE – CHECK QUOTAS</b>
3) ...an ingredient or part of the product or service your organisation provides (eg, food or drink, chemical, cosmetics, manufacturer, etc)	<b>CONTINUE – CHECK QUOTAS</b>
4) ...normal domestic use for our customers and employees (ie, toilets, supply of drinking water)	<b>CONTINUE – CHECK QUOTAS</b>
5) None of the above	<b>CONTINUE – CHECK QUOTAS</b>

**Recruiter Note:**

- High usage = code 1
- Medium/ low usage = code 2-5
  - Aim to recruit at least 2 x NHH customers where water is vital to their services (coding 1)

**Q11.** In which type of environment is your business based?  
**READ OUT. CODE ONE ONLY.**

Urban	1	<b>CHECK QUOTA</b>
Rural	2	<b>CHECK QUOTA</b>

**Recruiter Note:**

- Aim to recruit at least 2 x rural and 2 x urban NHH customers

**Q12.** Do you, or any of your family, work for any of the following?  
**READ OUT.**

Water utilities company	1	<b>THANK &amp; CLOSE</b>
Market research company	2	<b>THANK &amp; CLOSE</b>
Journalism	3	<b>THANK &amp; CLOSE</b>
None of these	4	<b>CONTINUE</b>
Don't know	5	<b>THANK &amp; CLOSE</b>

**Q13.** Who do you receive your water and waste water bill from?

**Recruiter to clarify if needed** - *Since April 2017, businesses, charities and public sector organisations in England have been able to change the company providing their water and sewerage retail services (as they are able to with their energy) or negotiate a better deal with their existing service provider. Retailers provide bills, customer services and read any water meters at this site, while United Utilities still works to ensure the quality and continuity of your water supply and sewerage services (so your business is still a beneficiary of these services.)*

United Utilities	1	<b>CONTINUE</b>
Other (write below)	2	<b>CONTINUE</b>

Unsure/don't know	3	<b>THANK &amp; CLOSE</b>
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**Recruiter Note:**

- Aim to recruit at least 2 x UU customers and 2 x customers of other retailers

**Q14.** How long have they been your water supplier?

6 months or more	1	<b>CONTINUE</b>
less than 6 months	2	<b>CONTINUE</b>
Not sure	3	<b>CONTINUE</b>

**Q15.** On a scale of 1-10, where 1 is not at all concerned and 10 is extremely concerned, how concerned are you about the following?

Reducing carbon emissions	1-10	<b>CONTINUE</b>
Flooding	1-10	<b>CONTINUE</b>
Food prices	1-10	<b>CONTINUE</b>
Pollution	1-10	<b>CONTINUE</b>
Future gas supplies and energy prices	1-10	<b>CONTINUE</b>
The availability of future water supplies	1-10	<b>CONTINUE</b>
Conservation / loss and creation of natural habitats	1-10	<b>CONTINUE</b>

**Recruiter note:**

- Calculate individual's score totalling their scores to each of the above statements - aim to recruit respondents with a mixture of level of concern (at least 1 x respondent scoring 9-36, 1 x respondent scoring 37-63 and 1 x respondent scoring 64-90)

Thank you for answering those questions. You are eligible to take part in this research. All research will be conducted in accordance with MRS guidelines (*explain in detail*) and all opinions and comments will remain confidential and used for research purposes only.

For your participation you will receive **£xx** for the session. Is this something you would be interested in?

Respondent name: \_\_\_\_\_

Respondent mobile number: \_\_\_\_\_

Respondent e-mail address: \_\_\_\_\_

Respondent home address: \_\_\_\_\_

- Ask respondents to be ready at the arranged time and have 60 minutes put aside for it – please make it clear that respondents won't receive the full incentive if they finish the call early
- Please ask respondents to turn off mobile phones, TV and any other background noise during the session
- Ensure respondents are happy to be recorded

**INTERVIEWER DECLARATION:**

I certify that I have carried out this interview under the rules of the Code of Conduct of the Market Research Society and in person with the respondent named, who was not previously known to me. I have followed the instructions and asked all questions in full, as required.

All the information herein is confidential and will not be disclosed to any other party.

INTERVIEWER NAME/NO: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ 2023