

## United Utilities | Disengaged customers

Recruitment screener | Final | 26.08.22

Online research programme with x50 participants
<i>Overall sample breakdown</i>
<ul style="list-style-type: none"> <li>• <b>Disengaged customers</b> <ul style="list-style-type: none"> <li>○ 20x Online Depth Interviews with Disengaged customers who <i>have not</i> contacted United Utilities regarding alternative billing or payment options</li> <li>○ <u>None to have previously engaged with United Utilities around debt collection management practices</u></li> <li>○ All to be aged 18+ (recruit a spread) <ul style="list-style-type: none"> <li>5x 18-30 <ul style="list-style-type: none"> <li>▪ 5x 31-45</li> <li>▪ 5x 46-60</li> <li>▪ 5x 60+</li> </ul> </li> </ul> </li> <li>○ Mix of genders</li> <li>○ Spread of SEG</li> <li>○ Multiple locations: aim for a spread across locations: <ul style="list-style-type: none"> <li>▪ Spread of urban, suburban and rural locations, including a mix of cities and towns</li> </ul> </li> <li>○ Aim for a spread of household composition across the sample: <ul style="list-style-type: none"> <li>▪ Co-habiting</li> <li>▪ Married / with partner, pre-children</li> <li>▪ Married / with partner, with children</li> <li>▪ Empty nesters</li> </ul> </li> <li>○ Aiming for four (minimum two) BAME participants &amp; and four (minimum two) recent migrant participants (lived in the UK between 1-5 years)</li> <li>○ Recruiting a spread of customers with different vulnerabilities across the sample (NB: participants can qualify for more than one kind of vulnerability) <ul style="list-style-type: none"> <li>▪ No participants to have paid their UU bills <ul style="list-style-type: none"> <li>• Participants to be split by length of time as a UU customer, level of debt and length of debt</li> </ul> </li> <li>▪ Minimum 3 participants who self-classify as having an additional health vulnerability (i.e. physical disability)</li> <li>▪ Minimum 2 participants who self-classify as having an additional wellness vulnerability (i.e. poor mental health)</li> </ul> </li> </ul> </li> <li>• <b>Engaged customers</b></li> </ul>

- 20x Online Depth Interviews with Engaged customers who *have* contacted United Utilities regarding alternative billing or payment options
- All to have previously engaged with United Utilities around debt collection management practices
- All to be aged 18+ (recruit a spread)
  - 5x 18-30
  - 5x 31-45
  - 5x 46-60
  - 5x 60+
- Mix of genders
- Spread of SEG
- Multiple locations: aim for a spread across locations:
  - Spread of urban, suburban and rural locations, including a mix of cities and towns
- Aim for a spread of household composition across the sample:
  - Co-habiting
  - Married / with partner, pre-children
  - Married / with partner, with children
  - Empty nesters
- Aiming for four (minimum two) BAME participants & and four (minimum two) recent migrant participants (lived in the UK between 1-5 years)
- Recruiting a spread of customers with different vulnerabilities across the sample (NB: participants can qualify for more than one kind of vulnerability)
  - Minimum 15 participants who are classified as 'financially vulnerable' (i.e. range between paying c.25%-75% of their annual bill)
    - Financially vulnerable participants to be split by length of time as a UU customer, level of debt and length of debt
  - Minimum 3 participants who self-classify as having an additional health vulnerability (i.e. physical disability)
  - Minimum 2 participants who self-classify as having an additional wellness vulnerability (i.e. poor mental health)
- **At risk customers**
  - 10x Online Depth Interviews with customers on the verge of struggling to pay for bills based on United Utilities score card, who have not been in contact regarding alternative billing or payment options but may need to be in the near future
  - None to have previously engaged with United Utilities around debt collection management practices
  - All to be aged 18+ (recruit a spread)
    - 2x 18-30

	<ul style="list-style-type: none"> <li>▪ 3x 31-45</li> <li>▪ 2x 46-60</li> <li>▪ 3x 60+</li> </ul> <ul style="list-style-type: none"> <li>○ Mix of genders</li> <li>○ Spread of SEG</li> <li>○ Multiple locations: aim for a spread across locations: <ul style="list-style-type: none"> <li>▪ Spread of urban, suburban and rural locations, including a mix of cities and towns</li> </ul> </li> <li>○ Aim for a spread of household composition across the sample: <ul style="list-style-type: none"> <li>▪ Co-habiting</li> <li>▪ Married / with partner, pre-children</li> <li>▪ Married / with partner, with children</li> <li>▪ Empty nesters</li> </ul> </li> <li>○ Minimum two BAME participants &amp; two recent migrant participants (lived in the UK between 1-5 years)</li> <li>○ Recruiting a spread of customers with different vulnerabilities across the sample (NB: participants can qualify for more than one kind of vulnerability) <ul style="list-style-type: none"> <li>▪ All participants to be classified as 'just about managing' (i.e. using the late payment of at least one bill as per data available to United Utilities to suggest that they may fall behind with utilities payments in the near future)</li> <li>▪ Minimum 3 participants who self-classify as having an additional health or wellness vulnerability (i.e. physical disability or poor mental health)</li> </ul> </li> </ul>
<b>Demographic criteria – across all groups</b>	
<b>Age</b>	<ul style="list-style-type: none"> <li>• All to be aged 18+ (recruit a spread)</li> </ul>
<b>Gender</b>	<ul style="list-style-type: none"> <li>• Spread</li> </ul>
<b>Ethnicity</b>	<ul style="list-style-type: none"> <li>• Min. 6 minority ethnic participants</li> </ul>
<b>Disability</b>	<ul style="list-style-type: none"> <li>• Min. 8 participants with a physical disability or long-term health condition</li> <li>• Min. 5 participants with a mental health condition</li> </ul>
<b>SEG</b>	<ul style="list-style-type: none"> <li>• Spread</li> </ul>
<b>Household type</b>	<ul style="list-style-type: none"> <li>• A spread of household types / family composition</li> </ul>
<b>Location</b>	<ul style="list-style-type: none"> <li>• Spread of urban, suburban and rural locations, including a mix of cities and towns</li> </ul>
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• All participants to have some responsibility for paying household utility bills</li> <li>• All participants must be confident reading and writing in English</li> <li>• No participants to have taken part in research in the past 6 months</li> <li>• None to be scheduled to participate in any other market research</li> <li>• No participants to have worked in listed occupations</li> <li>• All to give permission to be audio/video recorded</li> </ul>

	<ul style="list-style-type: none"> <li>• All to give permission for BritainThinks to store data for up to 12 months</li> <li>• All to give permission to be contacted over the next 12 months for subsequent research related to this project</li> </ul>
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## SECTION 1: INTRODUCTION

Good morning/afternoon/evening,

I am looking to recruit people to take part in an online paid research project. The research is being carried out by BritainThinks, an independent market research company, on behalf of United Utilities. However, participation is confidential and BritainThinks will not disclose who has or has not taken part to United Utilities.

Over the past few years, we have seen household bills increase due to turbulent world events. Many household customers were already “just managing” their bills before the recent cost of living increases. United Utilities are looking to engage with customers to better understand their experiences, feelings and behaviours during this time. By exploring the direct impact of rising bills, they can reflect on how better to support their customers. If you are interested in taking part in this research, I have some details to share with you.

**[Confirm they are interested in hearing more about the research]**

- Interviews will last **60 minutes**, taking place at a time that best suits you between the **12<sup>th</sup> September and 7<sup>th</sup> October 2022** (including out of office hours if preferred).
- You will receive **£50** as a gesture of thanks for giving up your time and speaking with us.
- Interviews will be conducted (via Zoom, Microsoft Teams or by telephone) and will be carried out by a friendly and experienced BritainThinks researcher.
- **Participation is confidential:** BritainThinks will not disclose to United Utilities which individuals have (or have not) taken part in the research and they will fully anonymise any content from the interview when reporting findings.
- The research will consist of an informal 1-2-1 interview, where we are interested in receiving your honest views and opinions, about the issues that matter most to you.
- There is a potential to be selected to take part in a short 10 minute follow up interview during w/c 10<sup>th</sup> October, where you will receive a further £10.

All research would be carried out online or over the phone, ideally from your home so that you are able to focus on the conversation, and if you choose to take part online, you will need to have a stable internet connection to take part.

Everyone taking part in the research will come from different backgrounds and will have a range of different experiences to talk about so don't worry, there are no 'right' or 'wrong' answers to any of the questions in the research, or to any of the questions I am about to ask you.

Please note that if you do take part in this project, you will not be able to take part in any other BritainThinks research projects for the next 12 months. If you are interested in taking part, I just need to ask you a few questions.

[Confirm they are ok to continue to screening questions]

## SECTION 2: DECLARATIONS

**Q1: Are you currently participating, or scheduled to participate in any market research?**

Yes	Thank and close
No	Continue

**Q2: Have you taken part in any market research before?**

Yes	Go to Q3
No	Go to Q5

**Q3: If yes, how many market research discussions have you taken part in, in the past 6 months? And in the past 12 months?**

Past 12 months	Record:
Past 6 months	Thank and close

**Q4: If yes, please list all topics covered in all previous market research discussions you have attended in the past 12 months**

Record:
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**Q5: Have you taken part in any research with BritainThinks in the last 12 months?**

Yes	Thank and close
No	Continue

**Q6: Have you ever been employed in any of the following occupations?**

Market Research	Thank and close
Journalism	
Media	
Advertising	
Water or Wastewater Services	

**Q7: If you choose to take part in your interview online, do you have access to a stable internet connection ?**

Yes	Record
Sometimes it is faulty	
No	
I'm not sure	

### SECTION 3: ADDITIONAL CONSENT AND PERMISSIONS

**Q8: As part of this research, we will be audio recording the session. This is for use only by BritainThinks and will not be shared with other external organisations. Are you happy to be audio recorded during the research?**

Yes	Continue
No	<b>Thank and close</b>

**Q9: As part of this research, we may be video recording the session. This is for use only by BritainThinks and United Utilities and will not be shared with other external organisations. Your first name and basic demographic information like your age and the region in which you live may be identified. Are you happy to be filmed during the research?**

Yes	Record and continue
No	

**Q10: BritainThinks will keep your information on file for a period of up to 6 months; this is for BritainThinks' quality monitoring purposes only and your information will not be passed along to any other third party or marketing organisations. Are you happy for BritainThinks to store your data for a period of up to 6 months?**

Yes	Continue
No	<b>Thank and close</b>

**Q11: BritainThinks might be interested in contacting you again to hear your thoughts and to ask you to take part in further research. You would only be contacted within the next 12 months for research related to this project. Would you be happy to be re-contacted?**

Yes	Continue
No	<b>Thank and close</b>

## SECTION 4: ABOUT YOU

### Q12: How old are you?

	<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
Under 18	Thank and close	Thank and close	Thank and close
18-30	Recruit 5	Recruit 5	Recruit 2
31-45	Recruit 5	Recruit 5	Recruit 3
46-60	Recruit 5	Recruit 5	Recruit 2
60+	Recruit 5	Recruit 5	Recruit 3

### Q13: How would you describe your gender?

	<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
Female	Aim for 10	Aim for 10	Aim for 5
Male	Aim for 10	Aim for 10	Aim for 5
Other	Record	Record	Record

### Q14: How would you describe your ethnic background?

**Do not read out list of options – code answer against the following so that participants can self-describe and capture self-description.**

		<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
White	<ul style="list-style-type: none"> <li>White British / English / Welsh / Scottish / Northern Irish</li> <li>Irish</li> <li>Gypsy or Irish traveller</li> <li>White European</li> <li>Other white background</li> </ul>	Record		
Mixed	<ul style="list-style-type: none"> <li>White &amp; Black Caribbean</li> <li>White &amp; Black African</li> <li>White &amp; Asian</li> <li>Other mixed ethnicity</li> </ul>	Recruit min. 2 (aim for 4)	Recruit min. 2 (aim for 4)	Recruit min. 2
Asian / Asian British	<ul style="list-style-type: none"> <li>Indian</li> <li>Pakistani</li> <li>Bangladeshi</li> <li>Chinese</li> <li>Other Asian background</li> </ul>			

Black / African / Caribbean / Black British	<ul style="list-style-type: none"> <li>• African</li> <li>• Caribbean</li> <li>• Other black background</li> </ul>			
Other	<ul style="list-style-type: none"> <li>• Arab</li> <li>• Any other ethnic group</li> </ul>			
Other (please specify)				

**Q15: Do you have either a physical disability, long-term health condition or mental health condition? This is so that we can make sure we are hearing the voices of people with disabilities and health conditions in our research. Please note that this information will be treated confidentially.**

	<i>All groups</i>
Yes	Continue to Q18
No	Continue to Q19
Prefer not to disclose	Continue

**Q16: IF YES: Please could you briefly summarise your condition? This information will not be shared with other participants or anyone outside of BritainThinks.**

	<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
Physical disability*			
Long-term health condition* <i>(A LTHC is defined as a health problem that requires ongoing management over a period of years or decades, one that cannot currently be cured but can be controlled with the use of medication and/or other therapies)</i>	Recruit min. 3	Recruit min. 3	Recruit min. 3
Mental health condition*	Recruit min. 2	Recruit min. 2	
Prefer not to disclose	Continue		



\*Recruiter to note down condition:

**Q17: Is English your first language?**

	<i>All groups</i>
Yes	Record
No	

**Q18: How would you describe your level of SPOKEN English?**

I do not speak the language at all	<b>Thank and close</b>
I can speak a few words	
I can speak some words and simple sentences	
I can hold a day-to-day conversation	<b>Record and continue</b>
I can speak the language well and could operate in a professional context	
I could conduct a professional job confidently in the language	
I am fully fluent in the language	

**Q19: How confident are you reading and writing in English, if at all?**

Very confident	<b>Record and continue</b>
Fairly confident	
Not that confident	<b>Thank and close</b>
Not at all confident	

**SECTION 5: WORK AND LIVING SITUATION**

**Q20: Which of the following areas best describes where you live?**

	<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
<ul style="list-style-type: none"> <li>• Blackpool</li> <li>• Bolton</li> <li>• Burnley</li> <li>• Carlisle</li> <li>• Crewe</li> </ul>	Recruit good spread	Recruit good spread	Recruit good spread

<ul style="list-style-type: none"> <li>• Kendal</li> <li>• Lancaster</li> <li>• Liverpool</li> <li>• Macclesfield</li> <li>• Manchester</li> <li>• Oldham</li> <li>• Preston</li> <li>• Rochdale</li> <li>• Southport</li> <li>• Stockport</li> <li>• Warrington</li> <li>• Whitehaven</li> <li>• Wigan</li> <li>• Workington</li> </ul>			
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**Q21. Which of the following best describes where you live?**

Urban	Recruit good spread
Small town and fringe	
Village	
Single house/isolated rural	

**If clarification is needed:**

- **Urban:** city / large town with population over 10,000
- **Small town / fringe:** settlement of 3,000 to 10,000 people or less than 20-minute drive from an urban area
- **Village / rural:** settlement of less than 3,000 people / sparsely populated area / more than 20-minute drive from urban area

**Q22: How long have you been living in the UK?**

	<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
More than five years	Record and continue	Record and continue	Record and continue
Less than five years	Recruit min. 2 (aim for 4)	Recruit min. 2 (aim for 4)	Recruit 2

**Length of residence- write in**

**Q23: Have you ever lived anywhere else apart from the UK? If so, where?**

Write in all countries they have previously lived in:

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**Q24: Which of the following best describes your current living situation?**

	<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
I live alone	Recruit spread	Recruit spread	Recruit spread
I live with my partner / spouse			
I live with my / my partner's children who are under 18			
I live with my / my partner's children who are 18 or over			
I live with my parents or other family members			
I live with friends / housemates			
Other	Record	Record	Record

**Q25: In your home, who has responsibility for paying your utility bills?**

	<i>All groups</i>
I have full responsibility	Record
I have partial responsibility	
Someone else has full responsibility	Thank and close

**Q26: What is your occupation, if you are working? (If retired, occupation prior to retirement)**

Record
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**Q27: What is / was the occupation of the person in your household who earns / earned the highest salary, if any? (If retired, occupation prior to retirement)**

Record
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**Record SEG:**

	<i>Disengaged customers</i>	<i>Engaged customers</i>	<i>At risk customers</i>
A	Recruit spread	Recruit spread	Recruit spread
B			
C1			
C2			
D			
E			

**SEG Reference:**

A	Higher managerial / professional / administrative (e.g. established doctor, solicitor, board director in a large organisation (200+ employees) top level civil servant/public service employee)
B	Intermediate managerial / professional / administrative (e.g. newly qualified (under 3 years) doctor, solicitor, board director small organisation, middle manager in large organisation, principal officer in civil service/local government)
C1	Supervisory or clerical / junior managerial / professional / administrative (e.g. office worker, student doctor, foreman with 25+ employees, salesperson), student, homemaker
C2	Skilled manual worker (e.g. skilled bricklayer, carpenter, plumber, painter, bus/ ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)
D	Semi or unskilled manual worker (e.g. manual workers, all apprentices to be skilled trades, caretaker, park keeper, non-HGV driver, shop assistant)
E	Any of the following casual worker – not in permanent employment, retired and living on state pension, unemployed or not working due to long-term sickness, full-time carer of other household member

**SECTION 6: YOUR DETAILS**

**Q28: We would like to make sure everyone can take part fully in this research, regardless of any disability, long term condition or other factor. If there is something we can do to help you take part more easily, or a specific requirement you have please let us know. (e.g. hearing or sight loss, dyslexia or other communication difficulties)**

Record

**Please note that we cannot accept participants into depth interviews if they are currently in transit, such as on a train or in a moving car.**

Finally, I just need to take details of your name, address and telephone number:

Name:	
Email address:	
Telephone number:	

**Thank you for speaking to me. We will be in touch if we have any further questions or if we would like to invite you to take part in the research.**

## SECTION 7: INTERVIEWER NOTE

**Is there anything else the interviewer should be made aware of?**

Record
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