Customer segmentation research materials 2024

Phase 1: questionnaire

Thank you for taking part in this survey. We will ask you questions about some general topics related to the water industry. The interview takes about 15 minutes.

Before we start, we need to check you are happy with how we will use the information you share with us. The answers you give us will be used only for analysis purposes. Your answers will be handled according to GDPR data protection rules and no personally identifiable information will be passed on to your water company unless you explicitly give permission.

Section 1 eligibility

ASK ALL
S1 Please enter your postcode. Please put a space between the first group and the second group, e.g. AB1 2CD.

Area	Number

Prefer not to answer **THANK AND CLOSE**

PROGRAMMER: LOOKUP POSTCODE TO IDENTIFY SUSPECTED COMPANY SET-UP:
Wessex Water customer – dual supply
Wessex Water – single supply (Bristol)
Wessex Water – single supply (Bournemouth)
Not on postcode look up CLOSE

ASK ALL
S2a
Based on your postcode, our records show that **Wessex Water** are your **waste water/sewerage supplier**. Is this correct?
Please note that for some people this may be a different company to your clean water supplier. (Single code)

1. Yes
2. No CLOSE
3. Don't know CLOSE

ASK ALL
S2b
Which one of the following water companies provides your **clean water supply**?
Please note that for some people this may be a different company to your waste water/sewerage supplier. (Single code)

1. Bournemouth Water
2. Bristol Water

3. Wessex Water
4. Another water company CLOSE
5. Don't know CLOSE

RECORD SUPPLY AREA AND CHECK SUPPLY AREA QUOTA
CODE 1 AT S2b = BOURNEMOUTH 10%
CODE 2 AT S2b = BRISTOL 30%
CODE 3 AT S2b = WESSEX 60%
(NOTE THE THREE AREAS ARE DEFINED BY THE COMPANY THAT **SUPPLIES TAP WATER**. ALL THREE AREAS' SEWERAGE SERVICES ARE SUPPLIED BY WESSEX WATER)

ASK ALL
S3   What is your gender? **SC**

1.   Female
2.   Male
3.   Other
4.   Prefer not to answer

CHECK GENDER QUOTA
Male 49%
Female/other 51%

ASK ALL
S4   How old are you?

[NUMERIC] years **[ALLOW RANGE FROM 16 TO 110]**
99.   Prefer not to answer

TERMINATE IF AGED 17 OR BELOW.

CHECK AGE QUOTA
18 – 34 18%
35 – 54 32%
55+ 50%

ASK ALL
S6 Please tell us which of the following best describes the Main Income Earner in your household. The Main Income Earner is the person in your household with the largest income. *If the Main Income Earner is <u>retired and has an occupational pension,</u> please answer for their most recent occupation. If the Main Income Earner <u>has been out of work for less than 6 months,</u> please answer for their most recent occupation.* **SC**

1.   **High managerial, administrative or professional** e.g., doctor, lawyer, medium / large company director (50+ people) CLASS A
2.   **Intermediate managerial, administrative or professional** e.g., teacher, manager, accountant CLASS B

3. **Supervisor, administrative or professional** e.g., police officer, nurse, secretary, self-employed CLASS C1
4. **Skilled manual worker** e.g., mechanic, plumber, electrician, lorry driver, train driver CLASS C2
5. **Semi-skilled or unskilled manual worker** e.g., waiter, factory worker, receptionist, labourer CLASS D
6. **Student** CLASS C1
7. **Casual worker (incl. on zero hours contract)/not in permanent employment** CLASS E
8. **Homemaker** CLASS E
9. **Retired and living on state pension only** CLASS E
10. **Unemployed or unable to work** CLASS E
11. **Full-time carer of other household member** CLASS E
12. Prefer not to say

CHECK SEG QUOTA
ABC1 58%
C2DE 42%

ASK ALL
S7. Are you responsible for paying your household's water bill? **SC**

1.   Yes – just me
2.   Yes – jointly responsible
3.   No

BILL PAYER 80%
NON-BILL PAYER 20%
(SOFT QUOTAS)

ASK ALL
S8. Do you have a water meter in use at your home? **SC**

1.   Yes
2.   No
3.   Don't know

Section 2: attitudes

To begin, we'd like to ask you some questions about some of your personal views.

ASK ALL
Q1. How much do you agree or disagree with the following statement?
"I feel a strong connection to the region I live in" **[SC]**

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree

4. Somewhat agree
5. Strongly agree
6. Don't know [ANCHOR]

ASK ALL
Q2. From the following list, which of these issues are you **most concerned** about? You can choose a maximum of 3.

MULTICODE WITH MAX OF 3 AND MIN OF 1, RANDOMISE

1. Economic uncertainty
2. Climate change
3. Pollution of rivers and sea
4. Quality of drinking water
5. Single-use plastics
6. Air quality
7. Natural resource protection (e.g. oil, woodlands, countryside)
8. Inequality of race, gender, sexual orientation, religion etc.
9. Public safety, health, and well-being (e.g. NHS)
10. Public utility services (e.g. water, gas & electric)
11. Poverty / wealth gap
12. None of these [ANCHORED, EXCLUSIVE]
13. Don't know [ANCHORED, EXCLUSIVE]

ASK ALL
Q3. Thinking about your own social and environmental views, how much do you agree or disagree with the following statements? **[SC, RANDOMISE ROWS]**

ROWS
1. I am very concerned with environmental issues
2. Keeping my costs down is more important than being environmentally friendly
3. I tend to consider information about climate change to be irrelevant to me
4. We must all do our bit to reduce the effects of climate change
5. I don't tend to think about the environmental impact of my actions
6. I feel anxious about the future of our planet
7. The government and large organisations need to do more to protect our planet

COLUMNS
1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know [ANCHOR]

Q4. Thinking about the causes of climate change, which, if any, of the following best describes your opinion? **[SC, FLIP SCALE 50/50]**

1. Climate change is **entirely** caused by human activity
2. Climate change is **mainly** caused by human activity
3. Climate change is partly caused by natural processes and partly caused by human activity
4. Climate change is **mainly** caused by natural processes
5. Climate change is **entirely** caused by natural processes
6. I don't think there is such a thing as climate change
7. Don't know/no opinion [ANCHOR]

ASK ALL
Q5a. Now take a moment to think specifically about your **water supply and water usage**. How much do you agree or disagree with the following statements? **[SC, RANDOMISE ROWS,]**

ROWS
1. I'm not sure how I can reduce my household's water use
2. I don't think much about the amount of water I use
3. I think people use more water than they need to
4. People should be made to reduce their water consumption to help the environment
5. Using less water is good because it keeps more in the natural environment
6. Protecting the environment is a bigger motivator for reducing my water consumption than saving money

COLUMNS
1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / cannot say [ANCHOR]

ASK ALL
Q5b. Now take a moment to think specifically about **water companies**. How much do you agree or disagree with the following statements? **[SC, RANDOMISE ROWS]**

ROWS
1. I would be happy to pay more money to see improvements in sewage disposal
2. Water companies should be doing more to look after the environment
3. Water companies need to implement water restrictions such as hosepipe bans when there is drought for a long time
4. I don't often think about my water company
5. I think water is cheap compared to other household bills

COLUMNS
1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / cannot say [ANCHOR]

ASK ALL

Q6a Have you heard anything about releases from storm overflows (sometimes also referred to as CSOs) into rivers or the sea before? **(SINGLE CODE)**
1. Yes
2. No
3. Not sure

ASK IF Q6a = YES

Q6b And where did you hear about this topic? **(MULTI CODE, RANDOMISE)**
1. Wessex Water website
2. Wessex Water magazine or e-magazine
3. Wessex Water social media accounts
4. Wessex Water TV advert
5. Wessex Water radio advert
6. In person discussion with Wessex Water employee
7. In the news
8. Local publications (e.g. local magazines/newsletters/forums etc.)
9. Social media (NOT Wessex Water accounts) [ALWAYS AFTER CODE 3]
10. Discussed among friends/family
11. Other (Please specify) (**OPEN END, ANCHOR**)
12. Not sure/Can't remember (**EXCLUSIVE, ANCHOR**)

ASK ALL

Q6c After heavy rainfall, storm overflows may operate to prevent properties from flooding. When storm overflows operate, they release mostly rainwater with small amounts of heavily diluted sewage into rivers or the sea. This has no or a minimal and temporary impact on the environment.

Based on this information, how acceptable or unacceptable do you think storm overflows are to prevent properties from flooding? **(SC)**

1. Very unacceptable
2. Quite unacceptable
3. Neither acceptable nor unacceptable
4. Quite acceptable
5. Very acceptable
6. Don't know [ANCHOR]

ASK ALL

Q7 Now thinking about washing/bathing habits, how much do you agree or disagree with the following statements? **[SC, RANDOMISE ROWS,]**

ROWS
1. It's important for me to relax and enjoy having a shower or bath
2. I have a health condition that means I cannot reduce the amount of water I use
3. It's too expensive to get water-saving devices and appliances
4. It's difficult to fit water-saving devices and appliances in my home

5. I try to save more water but end up going back to my normal habits
6. It's essential to have one shower or bath a day to be hygienic
7. Saving water does not give a worthwhile saving on the water bill (**DISPLAY TO THOSE WITH METER ONLY – CODE 1 AT METER)**

COLUMNS
1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / cannot say [ANCHOR]

Section 3: behaviour

In this next section we'd like to ask you some questions about your day-to-day behaviours.

ASK ALL
Q8. Thinking about your own behaviours, how much do you agree or disagree with the following statements? **[SC, RANDOMISE ROWS]**

COLUMNS
1. I manage my money carefully
2. I manage my gas, electricity, and water use to keep my bills down
3. I manage my gas, electricity, and water use to be more environmentally friendly [KEEP WITH ABOVE]
4. I buy locally produced food when I can
5. I make a great deal of effort to be environmentally sustainable day-to-day
6. I try to avoid flying to limit my carbon footprint
7. I aim to use public transport wherever possible
8. Environmental campaigning or awareness raising is a part of my everyday life

ROWS
1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / cannot say

ASK ALL
Q9. In the last week or so, how often have **you** used or done each of the following at home? **[SINGLE CODE, RANDOMISE ROWS]**

ROWS
1. Used a power shower (one that uses a pump to give more flow)
2. Used a standard shower [ANCHOR WITH ABOVE]

3. Had a bath
4. Used a washing machine
5. Done the washing up in the sink
6. Used a dishwasher
7. Used a pressure washer
8. Used a hosepipe or sprinklers
9. Had a hot tub or swimming pool running
10. Had a garden pond or water feature on
11. Washed the car(s)

COLUMNS
1. More than once a day
2. Once a day
3. 2 or 3 times a week
4. Once a week
5. Less than once a week
6. I don't own one of these

ASK ALL
Q10a. Please tell us which of these you are already doing, and which others, if any, you would be prepared to do to be more sustainable in the home? **[SINGLE CODE, RANDOMISE ROWS]**

ROWS
1. Spending no more than 4 minutes in the shower
2. Not having a shower or bath every day
3. Not flushing the toilet after every use
4. Reusing water used in the kitchen for plants
5. Not washing clothes after every wear
6. Washing dishes in a bowl of water instead of under a constantly running tap
7. Letting my lawn go brown instead of watering it
8. Not pouring fats and oils down the kitchen sink
9. Install a water-efficient washing machine or dishwasher
10. Fit an eco-shower head with a lower flow rate
11. Install a water butt (a large barrel for storing rainwater)

COLUMNS
1. Already doing
2. Would be prepared to
3. Would not be prepared to
4. Not applicable to me / unable to
5. Don't know

ASK ALL
Q10b. Now thinking about digital (or smart) data and how you use this in your daily life, how much do you agree or disagree with the following statements? [**SC, RANDOMISE ROWS**]

1. I'd be interested in having alerts/notifications if I might have a leak in my home

2. I use smart tracking apps to help monitor my energy use or health
3. I don't consider myself to be tech-savvy
4. I'd like to have more information about my water-usage to inform my lifestyle choices
5. I'd prefer receiving water usage information via letter or email
6. I'd be interested in having more frequent updates on how much water I'm using and how much it is costing

ROWS
1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / cannot say

Section 4: media

The next questions are about different media platforms that you may use.

ASK ALL
Q11. Firstly, how often, if at all, do you use each of the following social media networks?
[SINGLE CODE, RANDOMISE ROWS]

ROWS
1. Instagram
2. TikTok
3. Facebook
4. X (formerly known as Twitter)
5. Snapchat
6. WhatsApp
7. YouTube
8. LinkedIn

COLUMNS
1. More than once a day
2. Once a day
3. 2 or 3 times a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less than once a month
8. Never

ASK ALL
Q12. Now thinking about the news. What are your preferred channels to get news updates?
[MULTICODE, RANDOMISE]

1. Television
2. Radio
3. Social media

4. Online websites
5. News apps
6. Newspaper
7. Magazines
8. Emails
9. Other (SPECIFY) [ANCHOR]
10. I don't follow the news [ANCHOR, EXCLUSIVE]

ASK ALL
Q13. How often do you use each of the following sources **for news**? **[SINGLE CODE PER ROW, RANDOMISE ROWS]**

ROWS
National news
1. BBC News on TV
2. BBC News online [ANCHOR WITH ABOVE]
3. Channel 4 News on TV
4. Channel 4 News online [ANCHOR WITH ABOVE]
5. Channel 5 News on TV
6. Channel 5 News online [ANCHOR WITH ABOVE]
7. GB News on TV
8. GB News online [ANCHOR WITH ABOVE]
9. ITV News on TV
10. ITV News online [ANCHOR WITH ABOVE]
11. Sky News on TV
12. Sky News online [ANCHOR WITH ABOVE]
13. The Independent
14. The Guardian
15. The Daily Mail
16. The Times
17. Financial Times
18. The Sun
19. The Telegraph
20. Metro
21. The Mirror
22. **National** BBC radio stations
23. Heart FM
24. Greatest Hits Radio
25. Capital Radio

Local news
26. My local newspaper or news website
27. My **local** BBC radio station
28. A local community publication

Social media
29. Facebook newsfeed
30. Local Facebook groups [ANCHOR WITH ABOVE]
31. Local WhatsApp groups
32. X (formerly known as Twitter)

 33. Instagram
 34. TikTok

COLUMNS
1. More than once a day
2. Once a day
3. 2 or 3 times a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less than once a month
8. Never

ASK ALL
Q14. To what extent do you trust each of the following as news sources? **[SINGLE CODE – RANDOMISE ROWS]**

1. BBC News
2. Channel 4 News
3. Channel 5 News
4. GB News
5. ITV News
6. Sky News
7. The Independent
8. The Guardian
9. The Daily Mail
10. The Times
11. Financial Times
12. The Sun
13. The Telegraph
14. Metro
15. The Mirror
16. Heart FM
17. Greatest Hits Radio
18. Capital Radio
19. My local newspaper or news website
20. My **local** radio station
21. A local community publication
22. Facebook - newsfeed
23. Facebook – local groups [ANCHOR WITH ABOVE]
24. Local WhatsApp groups
25. X (formerly known as Twitter)
26. Instagram
27. TikTok

COLUMNS
1. Don't trust
2. Trust somewhat
3. Trust mostly

4. Trust completely
5. Don't know / cannot say [ANCHOR]

Section 5: brand health

This survey is on behalf of Wessex Water and in the final section of this survey we'd like to ask you some questions about Wessex Water.

ASK ALL
Q15. Thinking about Wessex Water. Please tell us how do you **feel** about them overall? Choose an answer from 0 to 10, where 10 is very positive, 5 is neutral, and 0 is very negative. **[SINGLE CODE]**

0	1	2	3	4	5	6	7	8	9	10
Very negative					Neutral					Very positive

98. Don't know / cannot say

ASK ALL
Q16. How much do you feel you know about Wessex Water and what they do? **[SINGLE CODE]**

1. A lot
2. A fair amount
3. A little
4. Nothing at all
5. Don't know

ASK THOSE IN WESSEX SUPPLY AREA ONLY (CODE 3 AT S2b)
Q17. How much do you **trust** Wessex Water to provide a **reliable supply of good quality tap water**? Please answer on a scale of 0 to 10 where 0 means 'you don't trust them at all' and 10 means 'you trust them completely' **[SINGLE CODE]**

0	1	2	3	4	5	6	7	8	9	10
Don't trust them at all								Trust them completely		

98. Don't know / cannot say

ASK ALL:
Q18. How much do you **trust** Wessex Water to **take away wastewater and sewage and deal with it responsibly**? Please answer on a scale of 0 to 10 where 0 means 'you don't trust them at all' and 10 means 'you trust them completely'. **[SINGLE CODE]**

0	1	2	3	4	5	6	7	8	9	10
Don't trust them at all								Trust them completely		

98. Don't know / cannot say

ASK THOSE RESPONSIBLE FOR PAYING BILL (CODE 1 OR 2 AT BILL_RESP)
Q19. How strongly do you agree or disagree with the statement: 'I worry about being able to afford my water bill'? Please use the scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree. **[SINGLE CODE]**

0	1	2	3	4	5	6	7	8	9	10
Strongly disagree									Strongly agree	

98. Don't know / cannot say

Section 6: socio-demographics

Now, we would like to ask a few more questions about you and your household. We would like to remind you that any information you provide will be used for research purposes only, and it will not be shared with anyone else. You can change your mind about us using your personal information at any time, and members can unsubscribe at any time.

ASK ALL:
Q20. Which of the following best describes your housing situation? **[SINGLE CODE]**

1. Owned outright/with a mortgage
2. Social rented (e.g., from council or housing association)
3. Private rented
4. Other
5. Prefer not to say

ASK ALL:
Q21. Which of the following best describes the type of property you live in? **[SINGLE CODE]**

1. Flat
2. Detached house
3. Semi-detached house
4. Terraced
5. End of terrace
6. Other (please specify)
7. Prefer not to say

ASK ALL
Q22. What is your highest level of formal qualification? **[SINGLE CODE]**

1. No formal qualifications
2. GCSE/ O-Level
3. A-Level/ Higher/ BTEC
4. Vocational qualification/ NVQ
5. Undergraduate degree or equivalent

Page **14** of **43**

6. Postgraduate degree or equivalent
7. Other (SPECIFY)

ASK ALL
Q23. Do any of the following apply to your household? **[MULTICODE, RANDOMISE]**

1. Someone in your household has a long-term disability or chronic illness
2. Living in social or council housing
3. Claiming pension credit (not just state pension)
4. The household does not own a car
5. The household is in a remote location
6. No wi-fi at home
7. No access to a smartphone, tablet or home computer/laptop
8. On a discounted water tariff like Assist or Water Sure
9. None of these [ANCHOR, EXCLUSIVE]
10. Prefer not to say [ANCHOR, EXCLUSIVE]

ASK ALL
Q24. What is the total annual income for your household (before tax and deductions, but including any benefits/allowances)? **[SINGLE CODE]**

1. Less than £10,000
2. £10,000 - £19,999
3. £20,000 - £29,999
4. £30,000 - £39,999
5. £40,000 - £49,999
6. £50,000 - £59,999
7. £60,000 - £69,999
8. £70,000+
9. Don't know
10. Prefer not to say

ASK ALL
Q25. Thinking about the current economic climate, do you expect your household to be better off, worse off or about the same in the next 12 months? **[SINGLE CODE]**

1. Better off
2. The same
3. Worse off
4. Don't know / Not sure
5. Prefer not to say

ASK ALL
Q26. How many people live in your household?

Children (under 16) **WRITE IN NUMBER (ALLOW 0-10)**
Adults (16 and over) **WRITE IN NUMBER (ALLOW 1-10)**

ASK ALL
Q27. Which of the following best applies to you? **[SINGLE CODE]**
1.   I work from home every day
2.   I work from home several days a week
3.   I rarely work from home
4.   I never work from home
5.   I am not currently in employment
6.   Prefer not to say

ASK ALL
Q28. If there were to be a general election tomorrow, which political party do you think you would be most likely to support? **[SC, RANDOMISE]**

1. Conservatives
2. Labour
3. Liberal Democrats
4. Green Party
5. Reform UK
6. Another party [SPECIFY] [ANCHOR]
7. None [ANCHOR]
8. Can't vote [ANCHOR]
9. Don't know [ANCHOR]
10. Prefer not to say [ANCHOR]

Thank and close.

Phase 2: recruitment screener

Wessex Water
Customer Segmentation Research
Wessex Water Customers

RECRUITMENT PARTNER: Acumen

Overview of the sample

Participation:
- All participants will take part in a 90-minute online focus group with other individuals in their segment.
- Fieldwork will run from Monday 12th August – Friday 23rd August

Sample spec:

Higher priority segments:
- Segment 1: 10 participants (2 focus groups)
- Segment 2: 10 participants (2 focus groups)
- Segment 3: 10 participants (2 focus groups)
- Segment 5: 10 participants (2 focus groups)

Lower priority segments:
- Segment 4: 5 participants (1 focus group)
- Segment 6: 5 participants (1 focus group)

For segment 1:

QUOTA	CHARACTERISTIC	TOTAL
REGION (CLEAN WATER PROVIDER)	Wessex Water	6-7
	Bristol Water	2-3
	Bournemouth Water	1
AGE	18-34	2
	35-54	3
	55+	5
GENDER	Male	5
	Female	5
SOCIAL GRADE	ABC1	6
	C2DE	4

For segment 2:

QUOTA	CHARACTERISTIC	TOTAL
REGION (CLEAN WATER PROVIDER)	Wessex Water	6-7
	Bristol Water	2-3
	Bournemouth Water	1
AGE	18-34	2
	35-54	4
	55+	4
GENDER	Male	5-6
	Female	4-5
SOCIAL GRADE	ABC1	6
	C2DE	4

For segment 3:

QUOTA	CHARACTERISTIC	TOTAL
REGION (CLEAN WATER PROVIDER)	Wessex Water	6-7
	Bristol Water	2-3
	Bournemouth Water	1
AGE	18-34	4
	35-54	3
	55+	3
GENDER	Male	4-5
	Female	5-6
SOCIAL GRADE	ABC1	5-6
	C2DE	4-5

For segment 4:

QUOTA	CHARACTERISTIC	TOTAL
REGION (CLEAN WATER PROVIDER)	Wessex Water	3
	Bristol Water	1
	Bournemouth Water	1

QUOTA	CHARACTERISTIC	TOTAL
AGE	18-34	1
	35-54	2
	55+	2
GENDER	Male	2-3
	Female	2-3
SOCIAL GRADE	ABC1	2-3
	C2DE	2-3

For segment 5:

QUOTA	CHARACTERISTIC	TOTAL
REGION (CLEAN WATER PROVIDER)	Wessex Water	6-7
	Bristol Water	2-3
	Bournemouth Water	1
AGE	18-34	2
	35-54	3
	55+	5
GENDER	Male	4-5
	Female	5-6
SOCIAL GRADE	ABC1	5
	C2DE	5

For segment 6:

QUOTA	CHARACTERISTIC	TOTAL
REGION (CLEAN WATER PROVIDER)	Wessex Water	3
	Bristol Water	1
	Bournemouth Water	1
AGE	18-34	1
	35-54	2
	55+	2
GENDER	Male	2-3
	Female	2-3
SOCIAL GRADE	ABC1	3
	C2DE	2

Research overview:

This research is the second phase of a study for Wessex Water, to help them understand the different groups that exist within their customer base.

During the first, quantitative phase we created a solution of 6 segments to characterise the different individual in their customer base. This segmentation is a behavioural and attitudinal segmentation that divides customers based on their water usage, water metering, openness to behaviour changes and broader environmentalism.

This second, qualitative phase now aims to bring these segments to life by speaking to the archetypal customers from each segment. We'll be stress testing the assumptions and hypotheses that have been revealed by the quant data, as well as understanding the underlying motivations of each group.

Incentives:
- £50 per participant

Introduction:

Hello, my name is _____ and I'm calling from Acumen, a market research recruitment company.

We are looking for Wessex Water customers to take part in an exciting new market research study to help them understand the views and behaviours of their customer base.

We are looking for people who live across the Wessex Water region to take part in this exciting project. Participants must receive their sewerage from Wessex Water, and receive their clean water from either Wessex Water, Bristol Water or Bournemouth Water.

The research will involve a qualitative conversation in a small online focus group, with an independent researcher from a market research company called Blue Marble. Discussions will cover your attitudes towards the environment, how you use water in your home and how your water company should best communicate with you.

HOUSEHOLD SCREENER

Are you interested in taking part? If yes, then to ensure that we get a broad range of people involved we need to ask you a few additional questions about your life and attitudes. Are you happy for me to take you through some questions?

G1) How many times have you ever participated in market research of any kind?

Number of times participated:	

CLOSE IF MORE THAN 3 TIMES

IF 1+ AT G1
G2) What were the topics discussed during the market research you participated in?

Topics:	

CLOSE IF TOPIC RELATED TO INCIDENTS WITH WATER SUPPLY, WESSEX WATER ETC.

G3) Do you or does anyone in your household work for any of the following, or have worked at the following within the past 5 years?

	YES	NO
Market Research	**CLOSE**	
TV/Radio station/media	**CLOSE**	
Newspaper/Magazine/Journalism	**CLOSE**	
Public relations (PR)	**CLOSE**	
Water/ wastewater infrastructure	**CLOSE**	

NONE TO CODE YES FOR ANY INDUSTRY LISTED

ELIGIBILITY QUESTIONS
This section should be asked of all respondents.

E1) Please can I also record your postcode? This is just to ensure we are representing a good spread of regions for this project, and to ensure those we are speaking to are served by Wessex Water.

Postcode:	_____

CHECK ELIGIBILITY AGAINST POSTCODE SPREADSHEET

E2) Are you responsible for paying your household's water and sewerage bill? When we refer to the water bill, we mean what you pay for the clean water supply and sewerage services.

Yes – solely responsible	**HIGHER PRIORITY**
Yes – jointly responsible	**HIGHER PRIORITY**
No	**LOW PRIORITY**
No bill received in household (e.g. water services paid through rent to council / housing association / landlord)	**LOW PRIORITY**

PRIOTISE PARTICIPANTS THAT ARE BILL PAYERS BUT WE'LL ALLOW SOME CASES WHO AREN'T – PLEASE FLAG THESE WITH BLUE MARBLE TEAM.

E3) Can I check - does your household get a <u>sewerage</u> bill from Wessex Water?

Yes	**CONTINUE**
No	**CLOSE**
Don't know	**CLOSE**

E4) And where do you get your clean water from?

Wessex Water	**CONTINUE**
Bristol Water	**CONTINUE**
Bournemouth Water	**CONTINUE**
Somewhere else	**CLOSE**
Don't know	**CLOSE**

MIX OF WATER COMPANIES PER SEGMENT – SEE UPFRONT QUOTAS

DEMOGRAPHIC QUESTIONS
This section should be asked of all respondents.

D1) Please can you provide me with the following contact details:

Name:	_____
Mobile Number:	_____
Email Address:	_____

RECORD FOR INFO

D2) Please can I ask you to confirm which gender you identify as:

Male	1	**CONTINUE**
Female	2	**CONTINUE**
Non-binary	3	**CONTINUE**
Prefer to self-describe	4	**CONTINUE**
Prefer not to say	99	**CONTINUE**

RECORD FOR INFO
AIM FOR QUOTAS FOR EACH SEGMENT – SEE UPFRONT TABLES

D3) Please can you tell me your age:

Age:	_____	**CLOSE IF UNDER 18**

RECORD FOR INFO
AIM FOR QUOTAS FOR EACH SEGMENT – SEE UPFRONT TABLES

D4) For classification purposes, which of the following best describes the profession of the person in your household with the largest income:

Higher managerial/ professional/ administrative (e.g., Doctor, Solicitor, Board Director)	1	A	**CONTINUE**
Intermediate managerial/ professional/ administrative (e.g., trainee Doctor or Solicitor, Director of small company, middle management)	2	B	**CONTINUE**
Supervisory / junior managerial/ professional/ administrative (e.g., Office worker, Foreman, Salesperson)	3	C1	**CONTINUE**
Student	4	C1	**CONTINUE**
Skilled manual worker (e.g., Bricklayer, Carpenter, Plumber, Painter, HGV/Bus driver, pub/bar worker)	5	C2	**CONTINUE**
Semi or unskilled manual work (e.g., Manual workers, apprentice, Caretaker, van driver, shop assistant)	6	D	**CONTINUE**
Casual worker – not in permanent employment	7	E	**CONTINUE**
Housewife/ Homemaker	8	E	**CONTINUE**
Retired and living on state pension	9	E	**CONTINUE**
Unemployed or not working due to long-term sickness	10	E	**CONTINUE**

Full-time carer of another household member	11	E	CONTINUE

RECORD FOR INFO
AIM FOR QUOTAS FOR EACH SEGMENT – SEE UPFRONT TABLES

GOLDEN QUESTIONS

This section should be asked of all respondents.
Answers for this section should be input into the segmentation typing tool, to allocate each respondent to a segment.

G1) (METER) Do you have a water meter in use at your home?

1. Yes	INPUT INTO TYPING TOOL
2. No	INPUT INTO TYPING TOOL
3. Don't know	INPUT INTO TYPING TOOL

G2) (Q3) Thinking about your own social and environmental views, how much do you agree or disagree with the following statements?

ROWS

(Q3_1) I am very concerned with environmental issues
(Q3_2) Keeping my costs down is more important than being environmentally friendly
(Q3_4) We must all do our bit to reduce the effects of climate change

COLUMNS

1. Strongly disagree	INPUT INTO TYPING TOOL FOR EACH STATEMENT
2. Somewhat disagree	INPUT INTO TYPING TOOL FOR EACH STATEMENT
3. Neither agree nor disagree	INPUT INTO TYPING TOOL FOR EACH STATEMENT
4. Somewhat agree	INPUT INTO TYPING TOOL FOR EACH STATEMENT
5. Strongly agree	INPUT INTO TYPING TOOL FOR EACH STATEMENT
6. Don't know	INPUT INTO TYPING TOOL FOR EACH STATEMENT

G3) (Q5b_2) Now take a moment to think specifically about **water companies**. How much do you agree or disagree with the following statement: "Water companies should be doing more to look after the environment".

1. Strongly disagree	INPUT INTO TYPING TOOL FOR EACH STATEMENT
2. Somewhat disagree	INPUT INTO TYPING TOOL FOR EACH STATEMENT

3. Neither agree nor disagree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
4. Somewhat agree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
5. Strongly agree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
6. Don't know	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**

G4) (Q7) Now thinking about washing/bathing habits, how much do you agree or disagree with the following statements?

ROWS

(Q7_5) I try to save more water but end up going back to my normal habits
(Q7_6) It's essential to have one shower or bath a day to be hygienic

COLUMNS

1. Strongly disagree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
2. Somewhat disagree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
3. Neither agree nor disagree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
4. Somewhat agree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
5. Strongly agree	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
6. Don't know	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**

G5) (Q10b) In the last week or so, how often have **you** used or done each of the following at home?

ROWS

(Q10b_1) Used a power shower (one that uses a pump to give more flow)
(Q10b_2) Used a standard shower

COLUMNS

1. More than once a day	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
2. Once a day	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
3. 2 or 3 times a week	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**

4. Once a week	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
5. Less than once a week	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
6. I don't own one of these	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**

G6) (Q10a) Please tell us which of these you are already doing, and which others, if any, you would be prepared to do to be more sustainable in the home?

ROWS

(Q10a_2) Not having a shower or bath every day
(Q10a_3) Not flushing the toilet after every use

COLUMNS

1. Already doing	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
2. Would be prepared to	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
3. Would not be prepared to	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
4. Not applicable to me / unable to	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**
5. Don't know	**INPUT INTO TYPING TOOL FOR EACH STATEMENT**

ONCE THIS SECTION IS COMPLETE, ALLOCATE EACH RESPONDENT TO A SEGMENT USING THE TYPING TOOL. AIM FOR 10 PARTICPANTS FOR EACH HIGHER PRIORITY SEGMENT AND 5 FOR EACH LOWER PRIORITY SEGMENT.

SUPPORT QUESTIONS
This section should be asked of all respondents.

S1) Will you need any additional support when taking part in this research?

	Yes	1	**CONTINUE**
	No	2	**CONTINUE**

_____

IF YES, PLEASE RECORD WHAT SUPPORT IS NEEDED. FOR EXAMPLE: HAVING A CARER OR FAMILY MEMBER ATTEND, ACCESSIBILITY NEEDS ETC.

That's great, thank you!
You fit the criteria for this project so I'm delighted you can take part / You do fit the criteria, but I just need to check where we are with quotas and then I can confirm if we're able to include you, as we need to ensure a balance across different demographic groups etc.

Finally, I need to ask your permission for Acumen and our client Blue Marble to securely store and process your data.

Any and all information provided to Acumen and our client or any other company or persons working on our behalf on this market research project, is strictly confidential and bound to us in accordance with the Data Protection Act 1998/ GDPR 2018.

Your details will not be passed on to any third-party company and anything you say or do will be strictly confidential and anonymised in post-research reporting. A report will be made publicly available containing the research findings.

You can withdraw from the research at any time and ask for your data to be deleted, without needing to supply a reason.

C1) Do you consent to Acumen storing and processing your data securely for 3 months? We will never pass your data to any third parties.

Yes	1	**CONTINUE**
No	2	**CLOSE**

C2) Do you consent to Blue Marble storing and processing your data securely for the purposes and duration of this project only? Your data will never be sold or shared with any third parties.

Yes	1	**CONTINUE**
No	2	**CLOSE**

C3) The sessions will be recorded to support analysis and preparation of a report. Do you consent to audio recordings during the workshops being stored for these purposes until the end of the project? The end client will not have access to your personal data.

Yes	1	**CONTINUE**
No	2	**CLOSE**

C4) Are you happy to be recontacted by Acumen or Blue Marble or for further research opportunities?

Yes	1	**CONTINUE**
No	2	**CONTINUE**

C5) As part of this research are you willing to share any video or audio collected as part of the research in the following ways:

	Yes	No
I agree to audio recordings being used internally by Blue Marble for the purposes of the research	**CONTINUE**	**CLOSE**

Declaration:

I, the undersigned, confirm that (please tick box as appropriate):

1.	I have understood the information about the project and what's involved.	
2.	I have been given the opportunity to ask questions about the project and my participation.	
3.	I voluntarily agree to participate in the project.	
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	
5.	The procedures regarding confidentiality have been clearly explained (e.g. anonymisation of data, etc.) to me.	
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	
8.	I understand that researchers and the end client will have access to this data only if they agree to preserve the confidentiality of the data.	
9.	I consent to the use of artificial intelligence (AI) technologies to assist in the analysis of the data obtained from my responses	
10.	I, agree to sign and date this informed consent form.	

Participant:

_____   _____   _____
Name of Participant   Signature   Date

The answers to the questions I've just been through with you will now be shared Acumen who will share these with the research agency, Blue Marble. Acumen will be in touch to confirm you for the research via email, chat to you further about the research on the phone and schedule in your meetings with Blue Marble.

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

Recruiter Name:
Recruiter Signature:
Date:

Phase 2: discussion guide

Qualitative Fieldwork Guide – Focus Groups (90 mins)

> **Moderator note re tailoring:** Please familiarise yourself with the specifics of the participants beforehand and tailor questions/probe as appropriate throughout the session: is each segment conforming to the summaries below? If so, what is driving their perspectives? If not, explore the commonalities and differences.
>
> **Segment 1**: Action-oriented environmentalists – passionate about making eco changes and are likely to already be taking steps to reduce consumption. Knowledgeable on the topic and more positive company outlook.
>
> **Segment 2:** Comfortable and information driven – fairly concerned about the environment, willingness to put money into water saving devices, prioritise values of hygiene and relaxation. Diverse media consumption, using many sources.
>
> **Segment 3:** Younger, occupied – enjoy relaxing and bathing, some environmental concerns but less proactive, connected to their region, feel a bit more negatively/less trusting towards Wessex Water.
>
> **Segment 4:** Disengaged and lacking concern – environment isn't top priority though and have some scepticism and budget concerns. *Some* openness for change due to having less water-intensive behaviours already.
>
> **Segment 5:** Anxious, company critical – strongly pro-environment and feel it's important we all do our bit - would be prepared to do more, negative company outlook but has room to know more about Wessex Water.
>
> **Segment 6:** Climate change sceptics – unwilling to make changes for the environmental purposes, does not believe in or care about the issues and is negative about bills. High water consumption and uninterested in changing.

Group Discussion Guide

Introduction (10 minutes) *(0 - 10 mins)*

Moderator introduction – 5 minutes:

START RECORDING

TURN ON AI COMPANION AFTER INTRO

- **Purpose of session:** Thanks for joining. You're all customers of Wessex Water (some for just sewerage, some for dual service) who are doing this work to understand their customers' attitudes about a range of issues. This research will help Wessex Water to deliver services and communicate in a way that meets all their customers' needs.
- **Introduction to Blue Marble**: Independent market research agency who run research on behalf of organisations, not part of Wessex Water.
- **Data protection:** This conversation will be audio/video recorded – as covered during recruitment, Wessex Water may view/listen to this recording, but it won't be shared beyond the research teams. *(If necessary: We also have a representative from Wessex Water here today – they won't be taking part in the discussion and just want to hear experiences directly from you, so please feel free to be open and honest.)* Your name won't appear in any reporting and won't be shared with the company or more widely. Any opinions and comments will be anonymised during reporting.
- **Encouragement:** Want to understand their experiences and views – completely impartial so can be candid and not worry about causing offence. No right or wrong answers. Feel free to chip in and add to conversation, don't have to wait to be asked. Feel free to disagree – all viewpoints are interesting but be respectful of people's views and allow each other to talk without interrupting.

- ***Can you all have a scrap of paper and a pen with you as we'll need this at points over the next 90 minutes.***

Group introductions – 5 minutes:

Let's get to know each other a bit better.

- To get started, we'll all take a turn to say our name, where we're joining from, who else lives at home, if anyone, and if you can, tell us about the best and worst thing that's happened to you over the last few days.

Broad context   (10 minutes)   *(10 – 20 mins)*

Objective: Spontaneous conversation to understand the top-of-mind issues for each segment

Moderator to listen out for mentions of environment, cost of living, climate change – all of which we'll go into in more detail during the group - no need to probe on these here. Use probing for wider/different issues that might provide clues about the segment characteristics.

Now that we know a bit more about each other I'd like to talk about your views on a number of themes:

- How would you describe <u>the mood of the nation</u> right now? What are the things that matter most to people in the UK? Spend a few moments thinking privately about the chats you've had with family, colleagues and friends in recent weeks. Think about the hopes and worries your circle has, the levels of optimism or pessimism.
Allow thinking time then ask all respondents to share their thoughts

- *What are the most important issues in <u>your community</u> and the place you live?*
    - Probe: where have you heard about these issues? What are people saying about them?

- What are the things that matter most for your <u>immediate family</u>, those we are closest to?
    - Probe: why is this important at the moment? Is this a common concern or specific to your family?

- *What are the most important issues for <u>society as a whole</u>?*
    - Probe: are these views shared by everyone – or specific to certain groups in society? How do you feel these issues are being addressed, in your view?

Your water (25 minutes)   *(20 – 45 mins)*

Objective: Explore attitudes and behaviours (before priming respondents with conversations about environmental issues or managing cost of living). Also establish we are discussing both supply and wastewater services.

We're going to move on now and talk about the world of water…

- What did you think when you heard this research was for Wessex Water?
- What associations do you have of your water company?
- Are you aware of what they do? Or the type of organisation they are?
    - Probe around associations and perceptions
    - Where awareness is limited: why do you think the water company has a low profile? Is it about them, or us as customers?
- When do you consciously see, hear or think about Wessex Water?

- o Probe: service experiences; recall of advertising or messaging; vans, buildings, treatment works, the bill, meters, the media
  - o NB: if necessary, avert long anecdotes with *'I'm afraid we can't go into detail about specific experiences today – but give me a headline about how they did or didn't meet your needs'*
- How much would you say you trust Wessex Water?
  - o Is this similar or different to other companies you deal with e.g. your local authority, your energy supplier or your broadband company?
  - o Does your level of trust differ on whether you are thinking about the water supply or the sewage/wastewater removal side of their service?
  - o Explore perceptions of each.
  - o Explore the impact on trust where knowledge/awareness is very low.

Probes:
- Follow up on any positive or negative associations: *what has given you this impression?*
- Allow the group to establish whether their views and experiences are consistent: *does anyone feel they don't have the same impressions or experiences as others?*
- *Explore any mentions relating to the role of Wessex Water/water companies in safeguarding/improving the environment*
  - o *What should they be protecting? What is their responsibility as you see it?*
- *Explore whether people's attitudes/perceptions have (significantly) changed over previous months? Why is this?*
  - o *Listen out for mentions of election campaigns or other comms*

I'm going to show you a couple of statements for us to talk about. I'm interested in how you feel about each of these:

Stimulus 1: **I am prepared to use less water even if it means changing some of my current routines and habits**

- Privately jot down how much you agree with this: 10 is completely agree; 1 is completely disagree?
  - o Around the group: What score did you give – and why do you say this?
- Do you consider how much water you/your household uses?
  - o Why?
- Why might a water company want us to use less water?
- What routines or habits would you be happy to change? NB establish from respondents what their current behaviour is as they discuss new behaviours e.g. frequency of bathing/showering
- And which are non-negotiable – and why?
  - Give examples (NB prioritise bathing and flushing):
  - o Taking shorter showers/shallower baths
  - o Taking fewer showers/baths
  - o Fitting shower heads to reduce flow levels
  - o Not flushing the toilet after each use
  - o Washing some clothes less often
  - o Watering the garden with rainwater, not tap water
  - Probe: hygiene reasons, convenience, costs etc.

Stimulus 2: **It would be easier to use less water if my home had a water meter showing what is being used each day – and what it is costing**

- Jot down how much you agree with this: 10 is completely agree; 1 is completely disagree?

- Why do you say this?
- Establish who in the group has a (regular, set in the pavement) meter
    - Why? Did you opt to have a meter – or was it already in the house?
- We'd like to talk about smart water meters now. Has anyone heard of these? And, to your understanding, how are they different from traditional water meters?
- Explain: Nearly three quarters of homes in the Wessex Water area have water meters that are **manually read twice a year and bills are generated off these readings**. Smart water meters collect water usage information for households regularly (hourly, daily, weekly, or monthly). The information can be seen by customers through an app, the website or an in-home device so they can see how much water they are using and any changes in the usage. This can help to find ways to save water, manage bills more accurately and spot leaks. What are the benefits of smart meters? (Probe: help monitor own usage, help control cost of water, help water company to spot leaks, help society as a whole use less)
- And the concerns? (lose certainty of water bills, potential for bills to go up if currently use more than average amounts of water, difficult for larger families, unable to have long, relaxing showers without worrying about the cost, smart meters do not help save water / can manage my water consumption without a smart meter, concerns about accessing data)
- Why do you think water companies are considering rolling out smart water meters?
- What would be the best way to communicate with you about smart meters? What kind of information would be helpful? What could encourage you to consider a smart meter?

Probes:
- Follow up on any positive or negative associations: *what has given you this impression?*
- Allow the group to establish whether their views on smart meters are consistent: *does anyone feel they don't have the same impressions or experiences as others?*
    - *Why is this?*

Stimulus 3: **I would be happy to pay more money on my water bill to see improvements in the sewer network**

- Jot down how much you agree with this: 10 is completely agree; 1 is completely disagree?
- Why do you say this?
- Establish who in the group is aware of the issues of storm overflows (when established group knowledge, summarise: *when very heavy rainfall overwhelms sewer pipes - sewage diluted with rain water spills into the environment via monitored outflows (this part of the current system is to stop sewage and storm water backing up into homes)*
    - What have you heard about this issue?
    - Why does it happen?
    - Personal experiences of sewer flooding or sewer spills
    - Probe: explore awareness of sewer blockages (probe re flushing wet wipes and other items that cause sewer blockages)
- What response would you like to see happen to reduce the chance of sewer blockages (caused by wet wipes for example) and the use of sewer outflows?
    - IF TIME: Probe: tighter regulations; more investment in infrastructure; better behaviour change campaigns?
    - IF TIME: Probe on whether the response should come mainly from the water companies, mainly people – or both.
IF TIME: Probes:
- Allow the group to establish whether their views on sewer management are consistent: *does anyone feel they don't have the same impressions or experiences as others?*

o *Why is this?*

Personal environmentalism (25 minutes)   *(45 – 70 mins)*

Objective: Explore how environmental attitudes and behaviours relate to each segment

As we move to the next topic, I want to do a word association exercise. Jot down on your paper the first word or phrase that pops into your mind when I say: *environmental issues*

- Ask each person to share their word – and why
- Same exercise: jot down how you are feeling about talking about the environment with others? One word summing up how it makes you feel.
- Ask each person to share their word – and why

- What other words and ideas about the environment have come to mind as we've been talking?
- Does protecting the environment / managing your/your household's personal impact on the environment feature in your life and lifestyle choices?
    o Probe: if it does, when does it feature?
    o NB Probe those concerned but making few tangible changes.
- What environmental issues are most relevant to you? – and why. Spontaneous conversation, then show:

Stimulus 4: **Scatterboard of issues (loss of species and biodiversity, reducing carbon emissions, pollution of seas and rivers, extreme weather events: floods and heatwaves, rising sea levels, coastal erosion…)**

- Which of these environmental issues are most relevant to you? – and why.

I'm going to show you another couple of statements for us to talk about. I'm interested in how you feel about each of these:

Stimulus 5: **I feel anxious about climate change and the future of our planet**

- Jot down how much you agree with this: 10 is completely agree; 1 is completely disagree?
- Why do you say this?
- When thinking about this, did you think about climate change on a global scale, or more about your own local environment?
- What aspects might people feel anxious about
    o What do you understand about these issues? Level of risk? Impact on our lives? Within what timeframe?
    o Would the aspects be different if people think about their local environment instead of the wider world?
- Why are some people not concerned about environmental issues?
    o Why are there such different opinions about this in our society?
- How strongly do you agree or disagree that it is up to everybody to do their bit to tackle climate change? Probe…
    o How does this sit with the role of governments and companies?

Probes:
- Allow the group to establish whether their views on the environment are consistent: *does anyone feel they don't have the same views or feelings as others?*
    o *Why is this?*

Stimulus 6: **Keeping my costs down is more important than being environmentally friendly**

- Jot down how much you agree with this: 10 is completely agree; 1 is completely disagree?
- Why do you say this?
- What aspects might people feel anxious about
  - What do you understand about these issues? Level of risk? Impact on our lives? Within what timeframe?

- In what ways are people keeping their costs down?
- What measures have you taken since the energy squeeze and the cost-of-living increases?
  - Probe around the group: try to establish whether the segment is doing similar or different things to manage costs
  - Specifically, what actions have you taken to reduce household bills – however big or small? (Switching provider, moving tariff, seeking a bill reduction from the company, using less of the service, changing behaviours in other ways)
- Has the need to keep your costs down led to behaviours that are better or worse for the environment?
- How do you feel about environmental actions such as:
  - Buying and installing a water butt to collect rain water
  - Purchasing water efficient appliances (washing machines)
  - Installing water efficient devices e.g. tap or shower inserts (to manage flow)
  - Installing insulating products (roof insulation, secondary glazing, draught excluders) to improve heat retention

Lifestyle and communications (15 minutes)   *(70 – 85 mins)*
- -

Objective: Understand use of channel and media consumption habits

The last topic we'll cover is about the way you get your news and information – and how you like to spend your leisure time.

- Another quickfire question: please jot down or put in the chat bar:
  - The one social media app that you couldn't do without…
  - The one podcast that you couldn't do without…
  - The one TV or radio show that you couldn't do without…

  - Let's compare notes: tell me what it is and why it is so integral to your life (MOD: depending on time try and keep this section as succinct as possible)

- How closely do you follow the news?
  - Do you listen/watch/read daily, less often, never?
  - What news and current affairs do you like to hear?
    - Probe: politics, local/regional/global news, cultural events, natural world, sport etc.
    - Probe on interest in environmental stories: why/why not?
  - What news sources do you trust most? And least?

- What companies or brands do you like to hear from? For instance, think about which emails or targeted social media ads do you welcome?
  - Probe for some examples

- What hobbies or interests do you have that have an impact on what you read, watch or listen to?
  - Probe for some examples

Wrap up (5 mins) *(85-90 mins)*

Objective: Final reflections

We almost at the end of our session now – thanks so much for sharing your thoughts.

- By way of summing up, thinking about the group here, in what areas are your thoughts, feelings and attitudes most similar?
    - o Why is this? Is it to do with age, life stage, previous experiences?
- And where do your views, attitudes and experiences as a group differ most?
    - o What is it that leads to these contrasting views…
- Overall – are we more different or more similar?!

Ok that's everything – thanks so much for your time today. You will receive your incentive payments within a week, and they will be paid by Acumen Research who recruited you.

Market Research

Stimulus Deck
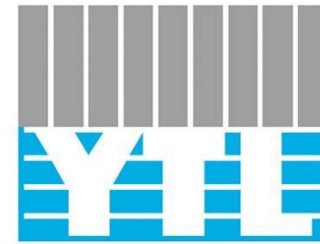
I am prepared to use less water even if it means changing some of my current routines and habits

It would be easier to use less water if my home had a water meter showing what is being used in real time – and what it is costing

I would be happy to pay more money on my water bill to see improvements in the sewer network

I feel anxious about climate change and the future of our planet

Keeping my costs down is more important than being environmentally friendly

[END]