**Chart

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**Activity Guide**

**Yorkshire Water**

**A&A Future Bill Payers**

**FG Screener**

Markets:   
**UK**

**A picture containing person, dessert

Description automatically generated**Human8 Team:   
**Paige Blake** [Paigeb@wearehuman8.com](mailto:Paigeb@wearehuman8.com)

**Sarah Fixter** [SarahF@wearehuman8.com](mailto:SarahF@wearehuman8.com)

Client Stakeholders:   
**Donna Hildreth**

**Naveed Majid**

**Jenna Spence**

Date:   
**18/08/2023**

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**PROJECT DETAILS**

*Fill in information below.*

|  |  |
| --- | --- |
| **Research Approach** | |
| Data Collection Source(s): | Fieldwork partner (e.g. SSI, GMI, Instantly,...) |
| Questionnaire Length: | Less than 5 minutes |
| Project Type: | Focus Group screener |
| **Market, languages and Translations** |  |
| Markets & Languages per market: | UK only |
| **Sample Spec** |  |
| **2x 90 MINUTE FOCUS GROUP SESSIONS (w/c 28 August 2023)**  **Sessions 1 + 2:** 6-8 x Yorkshire residents, aged 18-34, not currently responsible for paying water bill   * Spread of ages between 18-34 * Mix of males and females * Live in Yorkshire Water region * Don’t currently pay for water bill themselves but likely do so in future  |  |  |  | | --- | --- | --- | | Session 1 | Weds 6th August, 5.30 pm | 6-8 x Yorkshire residents, aged 18-34, not currently paying water bill | | Session 2 | Weds 6th August, 7.30 pm | 6-8 x Yorkshire residents, aged 18-34, not currently paying water bill | | |
| **Sample Screening** *(estimated incidence rate if known…%)* |  |
| Visual / Auditory Limitation allowed: | Yes |
| Sector Screening *(i.e. marketing, research, food, manufacturing…):* | Must live in Yorkshire Water region  Must be aged 18-34  Don’t pay water bills |

**PROJECT OBJECTIVES AND BACKGROUND INFORMATION**

*Fill in information below.*

|  |  |  |
| --- | --- | --- |
| **Background Business Objective** *(i.e., why is the research being done, what decisions are being made on the back of it, what’s led to research being part of the solution & what’s the business need for the research?)* | | |
| YW want to test the entirety of our business plan with customers to determine its acceptability and affordability across different customer groups. This includes all the investment we plan to make in the next 5 year period from 2025-2030 as well as the impact it will have on customer’s bills. | | |
| **Research Objectives** *(i.e., what’s the research addressing, what behaviour is it hoping to understand in people, what decisions are being made on the back of the results that could not otherwise be made?)* | | |
| How supportive are customers of our business plan overall?   * What are customers thoughts on our vision and outcomes? * What do customers think of what our plan will achieve (the big performance improvement areas)   + How supportive are customers of these big performance improvement areas? Anything missing/not going far enough? * How supportive are customers of each individual Performance Commitment (PC) target? * How important are each of the PC targets to our customers? * Do they think we should be doing more in any areas? Which ones?   + What targets do ~~they think we~~ should be aiming for?   + When should we aim to achieve them? * How affordable do they feel the bill is/might be to bill payers/to themselves in future? What would make it more acceptable to customers – e.g. more financial support for those struggling to afford their bill? * Is the plan acceptable? / Why not? | | |
| **Key Project Timings** | | |
| **Project Stage** | **Timings** | **Responsible** |
| Screener shared | **14/08/2023** | **Human8** |
| Screener edits shared | **16/08/2023** | **Yorkshire Water** |
| Updated screeners shared | **17/08/2023** | **Human8** |
| Screeners signed off | **18/08/2023** | **Human8** |
| **Project Cost** | | |
| **£7,400 (2 groups, 90 minutes, 6-8 participants including incentives)** | | |

**ABOUT THE PROJECT**

*NB. Supporting text on all questions in the grey boxes is for internal use.*

* The purpose of this research is to understand how potential future Yorkshire Water customers feel about the business plan Yorkshire Water have put together for the next five years
* Each of the online focus groups (Zoom) will last for 90 mins
* Please recruit 8 participants per group
* All participants need to live in Yorkshire Water region
* All participants to have no direct involvement in paying their water bill – this could be because they live at home with parents or in student accommodation, etc.
* All participants need to be aged 18-34 and there should be a mix of ages in each group from within this range
* The online groups will take place in w/c 28 August
* All participants must agree to GDPR statements listed at the end of this document
* There will be a short pre-task to complete beforehand which will involve reading through some information

**RECRUITMENT QUESTIONNAIRE**

*NB. Supporting text on all questions in the grey boxes is for internal use.*

1a. Question text: Firstly, please could you let us know which region of the UK you live in?

Instruction text: Please select one

Page break: Yes

Title: Q1a  
Question type: Single Select

Randomisation: None

Implementation QID: Q1a

Filter / routing information: No

Other potential instructions: **Screen out those not in Yorkshire**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Scotland | 1 |  |  |  |
| Wales | 2 |  |  |  |
| Northern Ireland | 3 |  |  |  |
| North East | 4 |  |  |  |
| Yorkshire and the Humber | 5 |  |  |  |
| North West | 6 |  |  |  |
| East Midlands | 7 |  |  |  |
| West Midlands | 8 |  |  |  |
| East of England | 9 |  |  |  |
| London | 10 |  |  |  |
| South East | 11 |  |  |  |
| South West | 12 |  |  |  |
| Don’t know | 13 |  |  |  |

**Info Text:** We’re only looking to speak to people in Yorkshire today, so we won’t take up any more of your time.

Page break: Yes

Title: ClosingThanksRegion

Question type: Info

Implementation QID: ClosingThanksRegion

Filter / routing information: IF Q1a=CODES 1,2,3,4,6,7,8,9,10,11,12,13 (NOT YORKSHIRE RESIDENT)

Other potential instructions: No

1. Question text: Are you personally either solely or jointly responsible for paying the water bill in your household? Please select the option below that best applies.

Instruction text: Please select one

Page break: Yes

Title: Q1  
Question type: Single Select

Randomisation: None

Implementation QID: Q1

Filter / routing information: No

Other potential instructions: **Screen out those who pay for their water bill**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, I am solely or jointly responsible for paying the water bill | 1 |  |  |  |
| I am not responsible for paying the water bill as I live at home with parents | 2 |  |  |  |
| I live in student accommodation and don’t have direct involvement in paying the water bill | 3 |  |  |  |
| I am not responsible for paying the water bill for another reason (please specify) | 4 |  |  |  |
| Unsure | 5 |  |  |  |

If select Option 4 at Q1 we can consider them for the groups depending on their response

**Info Text:** We’re only looking to speak to those who do not pay towards their water bill, so we won’t take up any more of your time today.

Page break: Yes

Title: ClosingThanksBillPay

Question type: Info

Implementation QID: ClosingThanksBillPay

Filter / routing information: IF Q1=CODE 1 OR 3 (BILL PAYER)

Other potential instructions: No

1. Question text: Which of the following age groups do you fall into?

Instruction text: Please select one.

Page break: Yes

Title: Q2  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: Q2

Filter / routing information: No

Other potential instructions: **Screen out those not aged 18-34**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Under 16 | 1 |  |  |  |
| 16-17 | 2 |  |  |  |
| 18-23 | 3 |  |  |  |
| 24-29 | 4 |  |  |  |
| 30-34 | 5 |  |  |  |
| 35 or over | 6 |  |  |  |

**Info Text:** We’re looking for people aged between 18 and 34 today, so we won’t take up any more of your time.

Page break: Yes

Title: ClosingThanksAge

Question type: Info

Implementation QID: ClosingThanksAge

Filter / routing information: IF Q2 = CODE 1 (UNDER 18), IF Q2 = CODE 5 (35+)

Other potential instructions:

1. Question text: Have you ever worked for a water or wastewater provider?

Instruction text: Select one

Page break: Yes

Title: Q3  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes – I currently work for a water or wastewater provider | 1 |  |  |  |
| Yes – I previously worked for a water or wastewater provider within the past year | 2 |  |  |  |
| Yes – I previously worked for a water or wastewater provider over a year ago | 3 |  |  |  |
| No – I’ve never worked for a water or wastewater provider | 4 |  |  |  |

1. Question text: Do you, or any of the people you live with, work in any of the following professions?

Instruction text: Select all that apply.

Page break: Yes

Title: Q4  
Question type: Multi Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| Market research | 1 |  |  |  |  |
| Marketing/advertising | 2 |  |  |  |  |
| Journalism | 3 |  |  |  |  |
| Public relations | 4 |  |  |  |  |
| None of the above | 5 |  |  |  |  |

1. Question text: Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best. This could be you or someone else: the chief income earner is the person in your household with the largest income.

If the chief income earner is retired and has an occupational pension, please answer for the occupation which was their main career.

If the chief income earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Instruction text: Please select one

Page break: Yes

Title: Q5  
Question type: Single Select

Randomisation: None

Implementation QID: Q5

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Higher managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people) | 1 |  |  |  |
| Intermediate managerial, administrative or professional e.g. teacher, manager, accountant | 2 |  |  |  |
| Supervisor, administrative or professional e.g. police officer, nurse, secretary, self-employed | 3 |  |  |  |
| Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver | 4 |  |  |  |
| Semi-skilled or unskilled manual work e.g. waiter, factory worker, receptionist, labourer | 5 |  |  |  |
| Housewife/ househusband | 6 |  |  |  |
| Unemployed | 7 |  |  |  |
| Student | 8 |  |  |  |
| Retired | 9 |  |  |  |

**Hidden Question**: HV SEG Combined

Page break: Yes

Title: HV SEG Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV SEG Combined

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| AB | 1 | IF Q5 = CODE 1 OR 2 |  |
| C1 | 2 | IF Q5 = CODE 3 OR 8 |  |
| C2 | 3 | IF Q5 = CODE 4 |  |
| DE | 4 | IF Q5 = CODE 5, 6, 7 or 9 |  |

1. Question text: Which of the following do you identify as…?

Instruction text: Select one

Page break: Yes

Title: Q6  
Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Female | 1 |  |  |  |
| Male | 2 |  |  |  |
| I identify in another way | 3 |  |  |  |
| Prefer not to say | 4 |  |  |  |

1. Question text: To ensure Yorkshire Water are considerate of the needs of all customers and everyone is represented in this feedback, would you mind telling us which, if any of the following apply to you or your household?

Instruction text: Please select all that apply

Page break: Yes

Title: Q7  
Question type: Multi Select

Randomisation: None

Implementation QID: Q5

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| I or another member of my household is disabled or suffer(s) from a debilitating illness | 1 |  |  |  |  |
| I or another member of my household have/has a learning difficulty | 2 |  |  |  |  |
| I or another member of my household relies on water for medical reasons | 3 |  |  |  |  |
| I or another member of my household is visually impaired (i.e. struggles to read even with glasses) | 4 |  |  |  |  |
| I or another member of my household am/is over the age of 75 years old | 5 |  |  |  |  |
| I or another member of my household speaks English as a second language | 6 |  |  |  |  |
| I/our household often struggle to afford household/utility bills | 7 |  |  |  |  |
| I or another member of my household is deaf or hard of hearing | 8 |  |  |  |  |
| I or another member of my household is a new parent | 9 |  |  |  |  |
| None of the above | 99 |  |  |  |  |

**Hidden Question**: HV Vulnerability Combined

Page break: Yes

Title: HV Vulnerability Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV Vulnerability Combined

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Vulnerable customer | 1 | IF Q7 = CODE 1-9 |  |
| Non-vulnerable customer | 2 | IF Q7 = CODE 99 |  |

**Hidden Question**: HV Financial Vulnerability Combined

Page break: Yes

Title: HV Financial Vulnerability Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV Financial Vulnerability Combined

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Financially vulnerable | 1 | IF Q7 = CODE 7 |  |
| Non-financially vulnerable | 2 | IF Q7 ≠ CODE 7 |  |

1. Question text:

We are recruiting for some focus groups for Yorkshire Water. During the focus group session, we’ll explore Yorkshire Water’s business plan.

1. This would be an online video group with around 6-7 other people and a moderator. Someone from Yorkshire Water may also attend the groups to listen to the feedback first-hand. The video group would take place via Zoom and will last for 90 minutes. You will need a working microphone, camera, and speakers to take part in this group, you will also need to read some information on a screen, so a laptop/computer is preferrable.

Ahead of the groups we’ll also have a pre-task for you to complete. This will involve reading about Yorkshire Water’s business plan. We’ll provide you with more information nearer the time.

Everyone who completes the pre-task and the online video group would receive £TBC as a thank you for your time.

Is this something you would like to take part in?

Instruction text: Select one

Page break: Yes

Title: Q8  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: Q8

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, I’d like to get involved | 1 |  |  |  |
| No thanks, this one’s not for me | 2 |  |  |  |

**Info Text:** Ok then, that’s all we had to ask you today.

Page break: Yes

Title: ClosingThanks

Question type: Info

Implementation QID: ID here

Filter / routing information: If Q8 = code 2

Other potential instructions: No

1. Question text: Great! Please let us know below which (if any) of the following times/dates you would be available to take part in our video group.

Instruction text: Please select all that apply.

Page break: Yes

Title: Q9  
Question type: Multi Select Grid

Randomisation: None

Implementation QID: Q9

Filter / routing information: If Q8 = CODE 1

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| Weds 6th August, 5.30 pm | 1 |  |  |
| Weds 6th August, 7.30 pm | 2 |  |  |
| Neither | 3 |  |  |
|  |  |  |  |

1. Question text: Thank you for your interest. Which of the below statements are you happy to consent to?

Instruction text: Select one for each option.

Page break: Yes

Title: Q10  
Question type: Single Select Grid

Randomisation: None

Implementation QID: Q10

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| I am happy to take part in an online video group | 1 |  |  |
| I consent to completing a pre-task prior to the focus group | 2 |  |  |
| I consent to the video group being recorded. The recording will be kept by Human8 for 90 days | 3 |  |  |
| I consent to the recording of this interview being shared with Yorkshire Water for internal viewing. The recording will be kept by Yorkshire Water for up to 5 years. | 4 |  |  |
| I consent to Human8 using quotes from this video group in their presentation that they will present to Yorkshire Water | 5 |  |  |
| I consent to Human8 using video clips from this video group in their presentation that they will present to Yorkshire Water | 6 |  |  |
| I consent to video clips from the interview being kept by Yorkshire Water | 7 |  |  |
| I consent to Yorkshire Water using video clips from the interview for internal/regulatory reporting – not for external use | 8 |  |  |

|  |  |  |
| --- | --- | --- |
| Scale options | Precodes | Fix |
| Yes | 1 |  |
| No | 2 |  |

**Hidden Question**: GDPR Consent

Page break: Yes

Title: GDPR Consent  
Question type: Hidden Variable

Randomisation: None

Implementation QID: GDPR Consent

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Consent to all | 1 | IF Q10 = 1 FOR **ALL** ANSWERS |  |
| Doesn’t consent to all | 2 | IF Q10 ≠ 1 FOR ANY ANSWERS |  |

1. Question text: Thanks for your input today – final question! As mentioned, Yorkshire Water have to submit a business plan every 5 years to the industry regulator Ofwat. This plan details all the work and investment Yorkshire Water plan to make in the upcoming 5 year period from 2025-2030 and how much customers will be charged.

Based on this, what are some of the areas/topics you might expect Yorkshire Water to include in their business plan?

Instruction text:

Page break: Yes

Title: Q11  
Question type: Essay

Implementation QID: Q10

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

**Info Text:** Thanks for taking part, that’s all we had to ask you today. We’ll be in touch with more information later this week if you’re selected to take part.

Please click continue to close the survey and submit your answers.

Page break: Yes

Title: ClosingThanks

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No