

## Thames Water Future Customers

Project findings

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August 2023 | 3621\_Thames Water Future Customers\_project findings

v1

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**It's everyone's water**

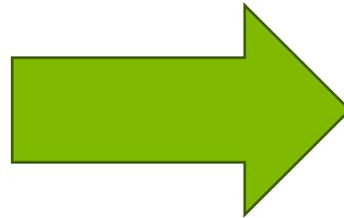
# Background

- Accent is currently undertaking Acceptability and Affordability Testing on behalf of Thames Water as part of PR24 customer engagement. This project has been commissioned in collaboration with Affinity Water.
- In addition, Thames Water has commissioned Accent to conduct research on their proposed Long-Term Development strategy (LTDS).
- To complement both research programmes, Thames Water wished to commission exploratory research with young people likely to become their 'future customers'.
- The aim of the research is to better understand the issues that are important to potential future customers and the ways these evolve so that this can be taken into account for future business and strategic planning.
- At the time of the research, Thames Water had been heavily featured in the news for a sewage pollution fine, its £14 billion debt, and its CEO resigning. Broader news included rising living costs and water industry sewage spills and pollution.

# Objectives and research challenges



- Findings from the qualitative strand of the Affordability and Acceptability testing show that future customers' engagement is low at face-to-face workshops, especially in the presence of current billpayers.
- Future customers appear to be 'hyper-present tense' in their thinking and often struggle to engage critically with issues that may be relevant in 5- or 25-years time.
- Methodologically, this limits opportunity for gaining meaningful insights from future customers in this setting.



- This subsequent research aims to engage future customers, using a more suitable method, to understand what is important in their world.
- The research follows a different approach by speaking with future customers online on Zoom about what is important to them now, what they predict will be important to them in a few years and how this may change over time.
  - This provides an opportunity to understand the relatively limited feedback from future customers gathered throughout the Acceptability and Affordability testing.

# Methodology

10-minute  
pre-task

50-minute  
discussion  
in assigned  
cohorts

Plenary  
discussion  
with all  
participants

Comfort  
Break

25-minute  
discussion  
in mixed  
cohorts

Plenary  
discussion  
with all  
participants

- Working with an established fieldwork partner, Accent recruited 30 ‘future customers’ from across Thames Water’s supply area and across 3 distinct cohorts. More detail on the sample is available on the next slide.
- The aim of the workshop was to understand young customers’ priorities, concerns and issues by asking them:
  - What current affairs are they most aware of?
  - What is personally important to them?
  - What has shaped their views on the world around them?
  - What are their expectations for the future?
- At the online workshop held on 2<sup>nd</sup> August 2023, participants first discussed these issues with a moderator in their assigned cohort for 50 minutes before returning to a plenary discussion with all participants. After a short comfort break, participants then reconvened in cross-cohort groups to share viewpoints and priorities. To finish, all participants engaged in a plenary discussion to share opinions from these cross-cohort groups.
- Whilst moderators encouraged participants to lead the conversation, some topics were tabled for discussion including water-related topics relating to the LTDS and more specifically the cost-of-living crisis – a particularly ‘hot topic’ for this demographic.

# Methodology and sample

Two and a half hour online workshop held on 2<sup>nd</sup> August 2023  
with a total of 30 participants from the following cohorts:



## 10 x “Starting out”

- Aged 18-21
- Students or ‘first jobbers’
- No current responsibility for water bills
- Living with family or renting (water included in rent or paid by others)
- Single, no children
- Not thinking about the future, enjoying freedom and leisure time



## 10 x “Looking to the future”

- Aged 22-25
- Students or working
- No current responsibility for water bills
- Living with family or renting (water included in rent or paid by others)
- Single, in a relationship or married/in a civil partnership, no children
- Thoughts are starting to turn to ‘the future’ and ‘settling down’



## 10 x “Young and established”

- Aged 26-30
- Likely to be working or Higher Education students undertaking postgraduate degrees
- Will include some with sole/joint responsibility for water bills
- Renting privately or homeowners (with/without a mortgage)
- Single, in a relationship or married/in a civil partnership, some with children
- Established lives and jobs, ‘settled’
- Personal and financial commitments

# Pre-task

- Participants were presented with this list of topics
- They were asked to:
  - choose and rank the five they spend the most time thinking about
  - choose and rank the three they spend the least time thinking about
  - To provide any issue that is very important to them but has not been captured in this list

Quality of education/  
training

Cost of living/inflation

Future of AI/  
technology

Droughts and long  
term supply of  
drinking water

Social media content

Climate change

Corruption

The job market

War in Ukraine

Migration

Water lost from water  
pipes (water leakage)

River and sea  
pollution

Changing energy and  
water firms to public  
ownership

Supporting your club/  
sports team

Politics/ trust in the  
government

Future health  
pandemics

Diversity, equality,  
inclusion

Funding for the NHS

Health care, including  
mental health care

Racism/  
discrimination

Buying/ renting a  
home

The Monarchy

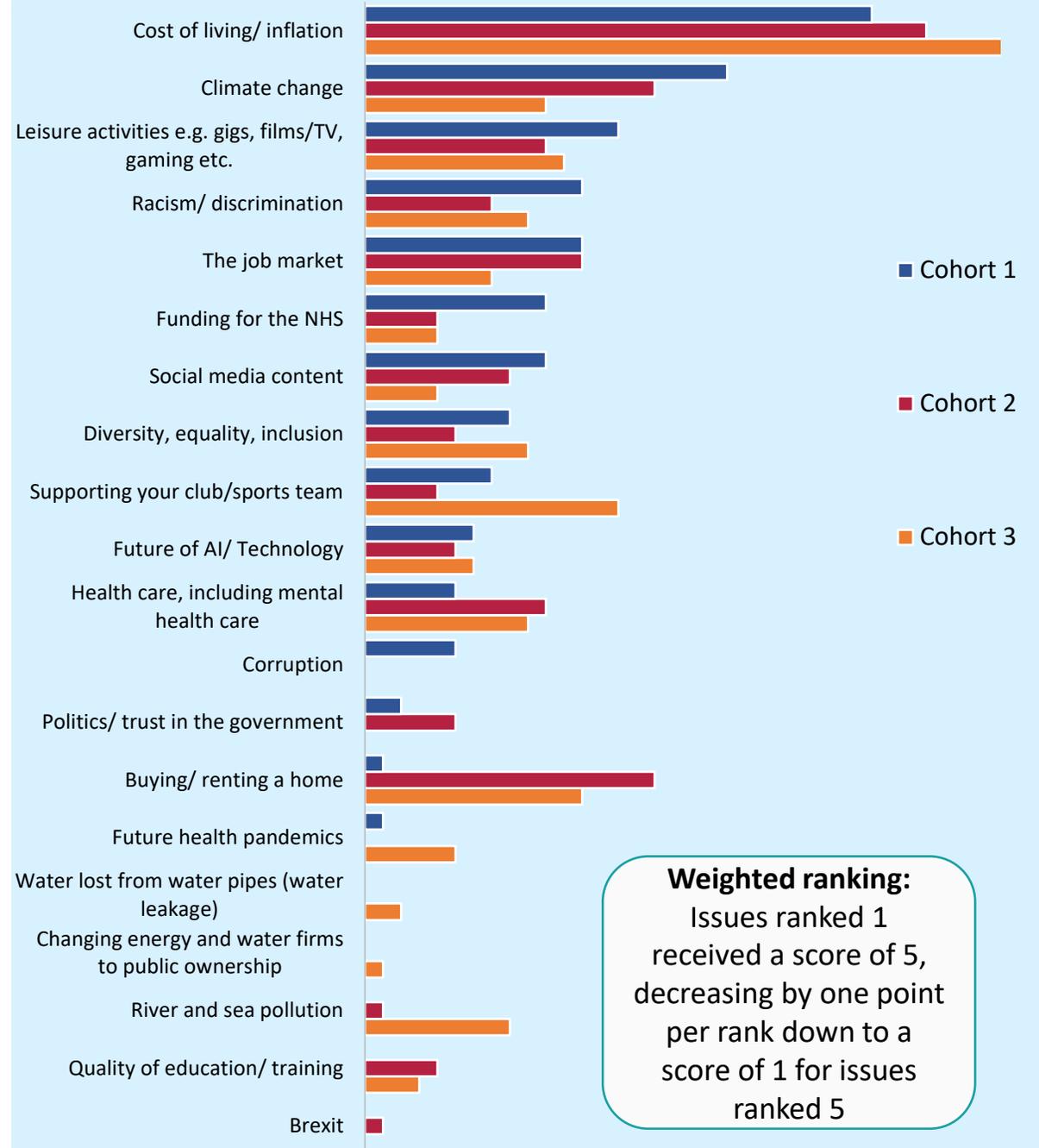
Leisure activities e.g.  
gigs, films/TV,  
gaming etc.

Brexit

# Pre-task findings

Issues the participants spent the **most time** thinking about

- Cost of living and climate change were the issues most frequently ranked as those most thought about across all cohorts.
- Buying/ renting a home preoccupied the two older cohorts.
- Of the water-related issues, river and sea pollution was the most salient; however, only for cohort 3.

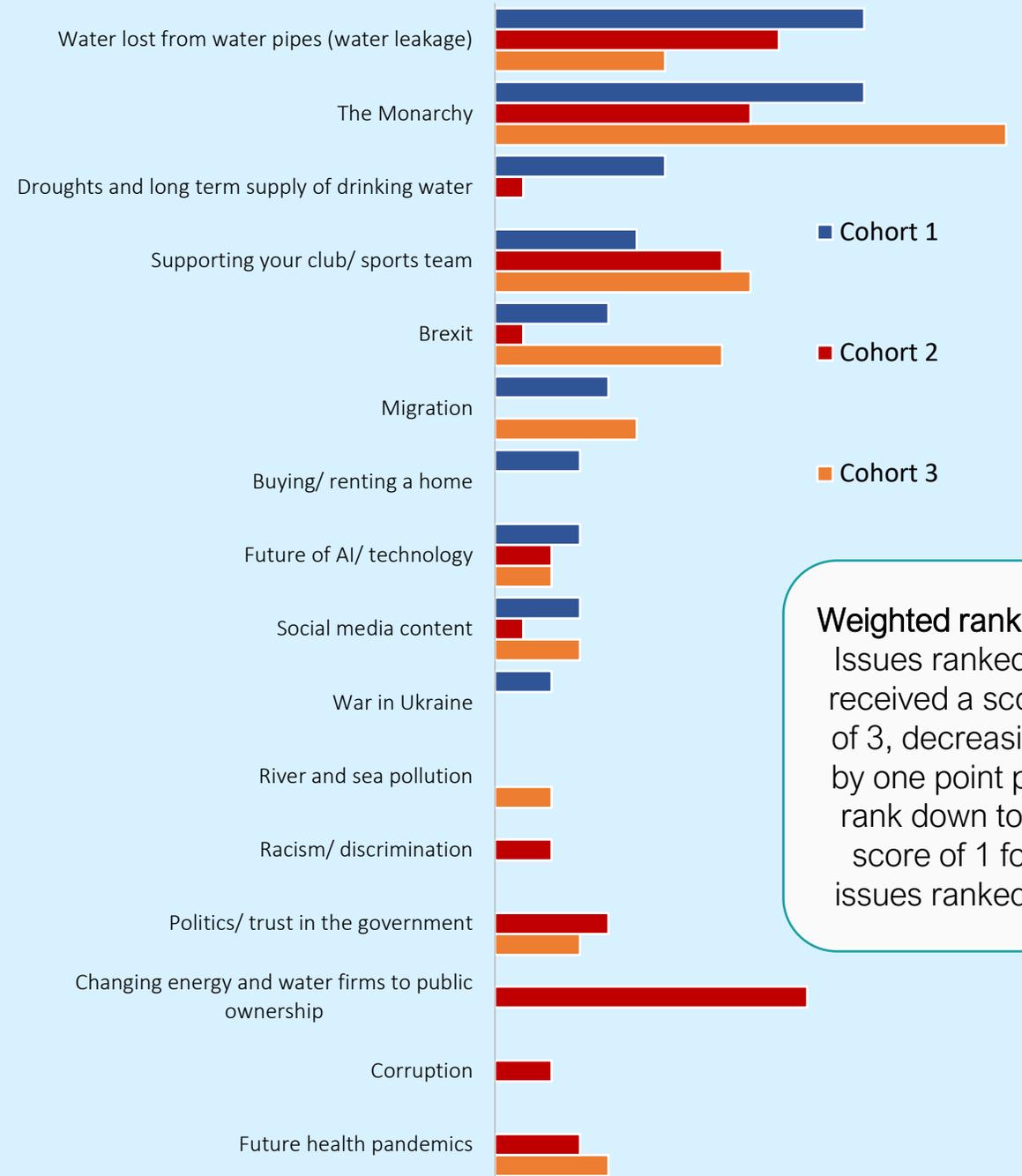


**Weighted ranking:**  
 Issues ranked 1 received a score of 5, decreasing by one point per rank down to a score of 1 for issues ranked 5

# Pre-task findings

Issues the participants spent the **least time** thinking about

- Water pipe leakage and concerns about droughts and drinking water supply were often overlooked by all groups, though less so with increasing age.
- Cohort 2 rarely thought about transitioning energy and water companies to public ownership.



**Weighted ranking:**  
Issues ranked 1 received a score of 3, decreasing by one point per rank down to a score of 1 for issues ranked 3

# Group findings

Participants in the three cohorts are aware of and **spontaneously** raised a range of current affairs when prompted. In no particular chronological or hierarchical order, participants mentioned the following subjects during the discussions:

*“What current affairs are you most aware of and why?”*



- Cost of buying and renting property
- Government inefficacy
- Climate change
- Cost of living
- Political corruption
- Underfunding of the NHS
- Strikes
- Advance of technology and AI
- Inflation and economic insecurity
- Discrimination
- Job insecurity
- Thames Water finances
- Sewage
- Future water shortages

Climate change is getting worse. When I see protests, I used to find it annoying. Now I know how important it is. It's power in numbers so some day I would actually stop and join to show my support.

A lot of things make my day-to-day life worse ... the cost-of-living crisis, Brexit, politics, government inefficiencies, corruption, inflation ... These things affect my capacity to plan.

In university, when you have to move each year, I could see the rent increasing. Now I'd like to move into my own place but I've had to come home to live with my parents.

For physical and mental health resources... there are huge waiting lists. I've been on a waiting list for 4 years. People now have to harass clinics to get healthcare.

# Group findings

Participants express an awareness of multiple topics when **prompted** however, the cost-of-living dominates as the most pressing issue.

For most participants this includes the cost of groceries; renting or buying property; gas and electric bills; petrol for driving a car; and tickets for train travel.

The price of their water bill is not a key concern for participants, even in the context of the cost-of-living crisis.

## Cohort 1: "Starting out"

- Majority are critically engaged and aware of the cost-of-living crisis
- Price increases feel particularly acute for those moving out of home for the first time
- Don't have much disposable income to spend on leisure activities
- Not specifically engaged with water-related issues

I live alone in London, before I lived with my mum... I work so much but all I'm doing is paying my rent. The majority goes on that. You're not really living you're just surviving

## Cohort 2: "Looking to the future"

- Cost of living crisis in relation to housing costs most pertinent topic.
- No awareness of water companies, ownership structures, or water bills
- Only vague awareness of river and sea pollution issues.

I keep seeing the interest rates and now I'm not sure if I should even bother with trying to get a mortgage

## Cohort 3: "Young and established"

- Cost of living crisis dominated the conversation
- Water is a concern in the context of climate change and future water shortages, but primarily when prompted to discuss water issues
- Some awareness of water-related issues generally, and Thames Water specifically, but often with confusion/ misinterpretation

The only thing I care about with water is proper disposal...how can you just dump the sewage and the water where people swim?

# Cost of living crisis timeline



# Group findings

Participants were reluctant to discuss water-related issues organically. When prompted, there was either vague awareness of the topic or confusion and misinterpretation of events or facts.

[Thames Water] have a lot of debt, which is mad as they are the only company that can sell water, at least in my area. They have no competition.

“

[On water shortages] I'm confused. Like it rains a lot of the time, so we get a lot of water.

”

[Thames Water] know that the Government will need to bail them out if anything goes wrong... we're also paying out loads of money to their shareholders... way above what they were earning... knowing that the taxpayers [will] eventually bail them out

“

[After prompting on water topics] It is related to the cost-of-living. Thames Water increase their prices by 20% but the service is getting worse. I saw an article about millions of litres of sewage going into the Thames and it angers me ... that gets me political and emotional.

”

I imagine we will hear more about water in the future when there are more government regulations, like all the stuff about carbon now.

Is Thames [Water] going under or something?

“

No one wants to be consuming faecal water

”

# Group findings

How are the cohorts influenced?



## 10 x “Starting out”

- Most passionate group, but mainly about climate change
- Primarily influenced by things that directly and immediately impact them as individuals, albeit less so than the other groups
- Partially influenced by social media
- They believe the cost of living crisis will become even more important to them in the future as they look to rent property



## 10 x “Looking to the future”

- Almost solely concerned about cost of living crisis
- Primarily influenced by things that directly and immediately impact them as individuals
- They believe the cost of living crisis will become even more important to them in the future as they look to rent/buy property



## 10 x “Young and established”

- Almost solely concerned about cost of living crisis
- Mainly influenced by things that directly and immediately impact them as individuals
- Some insignificant influence from mainstream media on current affairs issues
- They believe the cost of living crisis will become even more important to them in the future as they look to buy property

# Conclusions

- None of the cohorts engaged with water-related issues at a meaningful level
  - Water as an issue was rarely raised by any participant organically during the discussions
  - Cost of living crisis dominated the pre-task responses, and the group discussions for all groups
  - When water was discussed, misinterpretation and vague understandings were more common than not
  - Water bills are not a concern for any of the groups
- Cohort 1 was the group most engaged with current affairs issues, but was frustrated by the cost of living crisis impacting their freedom. Other than the cost-of-living crisis, climate change was the topic most discussed.
  - Cohort 2 was the least engaged group and referenced the lack of attention paid to conventional media as the reason for this. There was no topic other than the cost of living crisis that was raised significantly.
  - Cohort 3 was the second most/least engaged group generally but was most aware of water issues (finances and sewage) but not passionately. There was no topic other than the cost of living crisis that was raised on a significant level.

# Conclusions and A&AT findings

Although it was not an objective to test or replicate Accent's A&AT qualitative research, the findings from that research correlate with this project on future customers

- Future customers are distant from Thames Water ✓
- No relationship or bill communication ✓
- Growing up with technology has fuelled and enabled hyper present tense mindset and behaviours ✓
- Engage at the last minute ✓
- Life is about being in the moment ✓
- Struggle to engage with the immediate future ✓
- Impossible to project to 2030-50 ✓

# Appendix

Declaration

# Appendices: Declaration that the research meets the OFWAT high quality criteria

Useful and contextualised	Neutrally designed	Fit for Purpose	Inclusive	Additional Areas
<p>Research has practical relevance to Thames Water’s research programme, and it was clear why the research was being conducted. Quality was favoured over quantity. The analysis contextualised the findings.</p>	<p>Research materials followed OFWAT and CCW guidance to ensure they were neutral.</p>	<p>Participants understood the questions being asked of them, and the methodology fitted the research objectives.</p>	<p>The methodology (online workshop) was chosen to ensure participation and engagement of the segment being focused on for this study</p>	<p><b>Independently Assured</b> All research conducted by Accent team who are an independent research agency. Research materials reviewed by the Customer Challenge Group</p>
				<p><b>Shared in full with others</b> Thames Water will publish on their sharepoint to share with other water companies</p>
				<p><b>Continual</b> Thames Water’s research programme is continuous and lessons from previous research were considered</p>
				<p><b>Ethical</b> Accent abides by the Market Research code of conduct which protects individuals and ensures responses are anonymised</p>

# Appendix

Research materials

# Screeners



3621 Thames Water Future Customers  
Online Workshop  
Recruitment Questionnaire – Group 1

## Quotas/group structure – INTERVIEWER SECTION

	Cohort 1 (n=9/10)
Age	18-21 (spread)
Ethnicity	Min 3: BAME
Gender	Min 3: Male & Min 3: Female
Service type	Min 2, max 4: wastewater-only (no TW water only)
Marital Status	Single
Children	No
Location	Spread
Educational attainment	Spread
SEC	Spread
Water bill responsibility	No

Good morning/afternoon/evening. My name is ..... from Scout/Accent and I am carrying out research for Thames Water into people's individual importance around current affairs and interests.

### WHEN SPEAKING TO THE CORRECT PARTICIPANT REPEAT TEXT ABOVE & CONTINUE:

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of an online 3-hour workshop, for which you would be paid **£140** were you able to assist. You would also be asked to undertake a small introductory task before joining the workshop (of up to 10 minutes) where you will be asked to rank current affairs issues and topics of interest by most and least important to you. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

**NOTE TO INTERVIEWER:** SAMPLE SOURCE IS: #sourcetext#

INTCHECK. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct  
Calls being recorded

INTCHECK2. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS NOT TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed  
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q1. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at [www.accent-mr.com/privacy/](http://www.accent-mr.com/privacy/).

Do you agree to proceeding with the interview on this basis?

Accent

3621\_RQ\_Group 1\_v565A\*10/07/2023

Yes  
No **THANK AND CLOSE**

Q2. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**  
No

Q3. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**  
Yes, between 6 months and 2 years ago  
Over 2 years ago **GO TO Q6**  
No **GO TO Q6**

**TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE**

Q4. How many groups have you been to in that period?

One  
2-3  
More than 3 **THANK & CLOSE**

Q5. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

**IF SUBJECT WAS WATER THANK & CLOSE**

Q6. What is the job title of the chief wage earner of your household? This may be you, your partner, one of your parents or other family members, or someone else living in your household.

- IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE
- IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS
- IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY
- IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)
- IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)

**CODE SEG**

A  
B  
C1  
C2  
DE  
Not stated **THANK & CLOSE**

Accent

3621\_RQ\_Group 1\_v565A\*10/07/2023

**CHECK QUOTAS**

Q7. What is your postcode? We are looking for participants in specific areas to take part in this research, and your postcode will be used to ensure you are in scope for this research.

Thames Water Waste only  
Dual Thames Water  
TW Water only **THANK & CLOSE**

**CHECK POSTCODE TO ENSURE THAT PARTICIPANT IS IN THE CORRECT GEOGRAPHY (THAMES WATER SINGLE OR DUAL SUPPLY AREA, SPLIT AS REQUIRED) CODE DUAL OR SINGLE SUPPLY**

**CHECK QUOTAS**

Q8. How old are you?  **CODE AGE GROUP BELOW**

17 or younger **THANK & CLOSE**  
18-21 ONLY  
22 or older **THANK & CLOSE**  
Refused **THANK & CLOSE**  
**CHECK QUOTAS**

Q9. Are you...

1. Male
2. Female
3. Prefer to self-identify/I describe my gender difficultly
4. Prefer not to say

**CHECK QUOTAS**

Q10. What is your marital status?

1. Single
2. Married or civil partnership **THANK AND CLOSE**
3. Widowed **THANK AND CLOSE**
4. Divorced **THANK AND CLOSE**
5. Separated **THANK AND CLOSE**

Q11. To which of these ethnic groups do you consider you belong to? **PROBE AND WRITE DOWN**

**WHITE**

1. British
2. Irish
3. Any other White background

**MIXED**

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

**ASIAN OR ASIAN BRITISH**

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

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# Screeners

## BLACK OR BLACK BRITISH

- Caribbean
- African
- Any other Black background

## CHINESE OR OTHER ETHNIC GROUP

- Chinese
- Any other ethnic group

- Prefer not to say.

## CHECK QUOTAS

Q12. What is the highest level of qualification you have achieved? **SEE MATRIX BELOW**

- Entry level  
Level 1  
Level 2  
Level 3  
Level 4  
Level 5  
Level 6  
Level 7  
Level 8  
None of these qualifications

Entry level	Level 1	Level 2
entry level award	first certificate	CSE - grade 1
entry level certificate (ELC)	GCSE - grades 3, 2, 1 or grades D, E, F, G	GCSE - grades 9, 8, 7, 6, 5, 4 or grades A*, A, B, C
entry level diploma	level 1 award	intermediate apprenticeship
entry level English for speakers of other languages (ESOL)	level 1 certificate	level 2 award
entry level essential skills	level 1 diploma	level 2 certificate
entry level functional skills	level 1 ESOL	level 2 diploma
Skills for Life	level 1 essential skills	level 2 ESOL
	level 1 functional skills	level 2 essential skills
	level 1 national vocational qualification (NVQ)	level 2 functional skills
	music grades 1, 2 and 3	level 2 national certificate
		level 2 national diploma
		level 2 NVQ
		music grades 4 and 5
		O level - grade A, B or C
Level 3	Level 4	Level 5
A level	certificate of higher education (CoHE)	diploma of higher education (DipHE)
access to higher education diploma	higher apprenticeship	foundation degree
advanced apprenticeship	higher national certificate (HNC)	higher national diploma (HND)
applied <a href="#">degree</a>	level 4 award	level 5 award
AS level	level 4 certificate	level 5 certificate
International Baccalaureate diploma	level 4 diploma	level 5 diploma
level 3 award	level 4 NVQ	level 5 NVQ
level 3 certificate		
level 3 diploma		

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Level 3	Level 7	Level 8
level 3 ESOL		
level 3 national certificate		
level 3 national diploma		
level 3 NVQ		
music grades 6, 7 and 8		
T Level		
tech level		
Level 6	Level 7	Level 8
degree apprenticeship	integrated master's degree, for example <a href="#">master of engineering</a> (MEng)	doctorate, for example <a href="#">doctor of philosophy</a> (PhD or DPhil)
degree with honours - for example bachelor of the arts (BA) honours, <a href="#">bachelor of science</a> (BSc) honours	level 7 award	level 8 award
graduate certificate	level 7 certificate	level 8 certificate
graduate diploma	level 7 diploma	level 8 diploma
level 6 award	level 7 NVQ	
level 6 certificate	master's degree, for example <a href="#">master of arts</a> (MA), master of science (MSc)	
level 6 diploma	postgraduate certificate	
level 6 NVQ	postgraduate certificate in education (PGCE)	
ordinary degree without honours	postgraduate diploma	

## CHECK QUOTAS

Q13. This research will be conducted over Zoom – the online meeting platform. How proficient would you say you are at using the Internet, and Zoom specifically?

- I feel very confident about using the Internet and Zoom  
I feel quite confident about using the Internet and Zoom  
I don't feel confident about using the Internet and Zoom **THANK AND CLOSE**  
I would rather not use the Internet if I didn't have to **THANK AND CLOSE**  
I do not use the internet at all **THANK AND CLOSE**

Q14. Do you have access to a desktop or laptop computer, or a large-format tablet (such as an iPad with a large screen), which is connected to a reliable and stable internet connection, on which you could take part in a Zoom interview?

- Yes  
No **THANK AND CLOSE**

Q15. Which of the following most closely matches your current study/work situation?

- At school/college
- In an apprenticeship
- At university (undergraduate or post graduate studies)
- Working full or part time
- Prefer not to answer **THANK AND CLOSE**

## CHECK QUOTAS

Q16. Which of the following best describes your current living situation?

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3621\_RQ\_Group 1\_v5\*SW\*10/07/2023

- I live in student accommodation and water bills are included within my [payments](#)
- I am a [student](#) and a parent/guardian pays my water bill
- I live with parent(s)/guardian(s) and they are responsible for paying the water bill
- I live in shared accommodation and someone else is responsible for paying the water bill
- I live in rented accommodation and water bills are included within my [rent](#)
- I live in rented [accommodation](#) and I am responsible, or have shared responsibility, for my water bill **THANK AND CLOSE**
- I live in accommodation which I own **THANK AND CLOSE**
- Prefer not to say **THANK AND CLOSE**

## CHECK QUOTAS

Q17. Do you have any children?

- Yes **THANK AND CLOSE**
- No

## CHECK QUOTAS

## Invitation: Group (Zoom) discussion

Q18. Thank you for answering those questions. Would you be willing to attend an online workshop, which will be held on Zoom, that we are holding for Thames Water about the importance of various current affairs issues? There will be about 8 or 9 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The group will last around 3 hours. All participants will receive **£140**, to be paid by BACS, to thank them for their time.

- Yes **PROCEED TO PRE-TASK AND/OR DATA COLLECTION AND SHARING CONSENT**  
No **THANK AND CLOSE**

## ASK ALL: PRE-TASK

**TELL PARTICIPANT ABOUT PRE-TASK:** Part of the discussion will focus on a list of current affairs and topics of interest. We will send/email you a form to fill in based on your rank order in terms of most and least time spent thinking about these issues, so that it is fresh in your mind.

## ASK ALL: DATA COLLECTION AND SHARING CONSENT

### Q19. DATA COLLECTION & SHARING CONSENT

The Zoom Group may be joined by representatives of Thames Water, so they can watch the discussion and learn as much from it as possible from it. They will not participate in the discussion.

The Zoom Group will be video recorded, to ensure accuracy and for analysis purposes. All recordings will be securely stored for a period of 12 months (for reference purposes) before being destroyed.

The video footage from the Zoom Group will also be passed to Thames Water, for the purposes of analysis. Please confirm that is **OK**

- Yes **CONTINUE WITH DETAILS**  
No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Accent

3621\_RQ\_Group 1\_v5\*SW\*10/07/2023

# Screeners

Q20. The Zoom Group will take place on:

Date	Time	Place
Wednesday 2 August 2023	6PM	Online

The itinerary for the session will be as follows.

6pm – 7.15pm – Group session

7.15pm – 7.45pm – Comfort Break

7.45pm – 9pm – Group session

Would you be able to attend? reassure & persuade

**IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:**

Great, thanks. I'll just take a few details and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

**RECRUITER:** Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

**THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH**

## Recruiter Confirmations

**RECRUITER – VERY IMPORTANT** – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q21. **IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?**

Clear   
Will do

## MRS DECLARATION

Q22. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

Accent

3621\_RQ\_Group 1\_y5\*6W\* 30/07/2023



3621 Thames Water Future Customers  
Online Workshop  
Recruitment Questionnaire – Group 2

## Quotas/group structure – INTERVIEWER SECTION

	Cohort 2 (n=9/10)
Age	22-25
Ethnicity	Min 3: BAME
Gender	Min 3: Male & Min 3: Female
Service type	Min 2, max 4; wastewater-only (no TW water only)
Marital Status	Single (min 2, max 5)
Children	No
Location	Spread
Educational attainment	Spread
SEC	Spread
Water bill responsibility	No

Good morning/afternoon/evening. My name is ..... from Scout/Accent and I am carrying out research for Thames Water into people's individual importance around current affairs and interests.

**WHEN SPEAKING TO THE CORRECT PARTICIPANT REPEAT TEXT ABOVE & CONTINUE:**

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of an online 3-hour workshop, for which you would be paid **£140** were you able to assist. You would also be asked to undertake a small introductory task before joining the workshop (of up to 10 minutes) where you will be asked to rank current affairs issues and topics of interest by most and least important to you. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

**NOTE TO INTERVIEWER:** SAMPLE SOURCE IS: #sourcetxt#

**INTCHECK. INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct  
Calls being recorded

**INTCHECK. INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed  
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q1. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at [www.accent-mr.com/privacy/](http://www.accent-mr.com/privacy/).

Do you agree to proceeding with the interview on this basis?

Yes  
No **THANK AND CLOSE**

Q2. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**  
No

Q3. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**  
Yes, between 6 months and 2 years ago  
Over 2 years ago **GO TO Q6**  
No **GO TO Q6**

**TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE**

Q4. How many groups have you been to in that period?

One  
2-3  
More than 3 **THANK & CLOSE**

Q5. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

**IF SUBJECT WAS WATER THANK & CLOSE**

Q6. What is the job title of the chief wage earner of your household? This may be you, your partner, one of your parents or other family members, or someone else living in your household.

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
- **IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS**
- **IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY**
- **IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

CODE SEG

A  
B  
C1  
C2  
DE  
Not stated **THANK & CLOSE**

# Screeners

## CHECK QUOTAS

Q7. What is your postcode? We are looking for participants in specific areas to take part in this research, and your postcode will be used to ensure you are in scope for this research.

Capture [postcode](#)

Thames Water Waste only  
Dual Thames Water  
TW Water only **THANK & CLOSE**

CHECK POSTCODE TO ENSURE THAT PARTICIPANT IS IN THE CORRECT GEOGRAPHY (THAMES WATER SINGLE OR DUAL SUPPLY AREA, SPLIT AS REQUIRED) CODE DUAL OR SINGLE SUPPLY

## CHECK QUOTAS

Q8. How old are you?   **CODE AGE GROUP BELOW**

21 or younger **THANK & CLOSE**  
22 to 25  
26 or older **THANK & CLOSE**  
Refused **THANK & CLOSE**

## CHECK QUOTAS

Q9. Are you...

1. Male  
2. Female  
3. Prefer to self-identify/I describe my gender [differently](#)  
4. Prefer not to [say](#)

## CHECK QUOTAS

Q10. What is your marital status?

1. Single  
2. Married or civil partnership  
3. Widowed  
4. Divorced  
5. Separated

## CHECK QUOTAS

Q11. To which of these ethnic groups do you consider you belong to? **PROBE AND WRITE DOWN**

### WHITE

1. British  
2. Irish  
3. Any other White background

### MIXED

4. White and Black Caribbean  
5. White and Black African  
6. White and Asian  
7. Any other Mixed background

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### ASIAN OR ASIAN BRITISH

8. Indian  
9. Pakistani  
10. Bangladeshi  
11. Any other Asian background

### BLACK OR BLACK BRITISH

12. Caribbean  
13. African  
14. Any other Black background

### CHINESE OR OTHER ETHNIC GROUP

15. Chinese  
16. Any other ethnic group  
  
17. Prefer not to say.

## CHECK QUOTAS

Q12. What is the highest level of qualification you have achieved? **SEE MATRIX BELOW**

Entry level  
Level 1  
Level 2  
Level 3  
Level 4  
Level 5  
Level 6  
Level 7  
Level 8  
None of these qualifications

Entry level	Level 1	Level 2
entry level award	first certificate	CSE - grade 1
entry level certificate (ELC)	GCSE - grades 3, 2, 1 or grades D, E, F, G	GCSE - grades 9, 8, 7, 6, 5, 4 or grades A*, A, B, C
entry level diploma	level 1 award	intermediate apprenticeship
entry level English for speakers of other languages (ESOL)	level 1 certificate	level 2 award
entry level essential skills	level 1 diploma	level 2 certificate
entry level functional skills	level 1 ESOL	level 2 diploma
Skills for Life	level 1 essential skills	level 2 ESOL
	level 1 functional skills	level 2 essential skills
	level 1 national vocational qualification (NVQ)	level 2 functional skills
	music grades 1, 2 and 3	level 2 national certificate
		level 2 national diploma
		level 2 NVQ
		music grades 4 and 5
		O level - grade A, B or C
Level 3	Level 4	Level 5
A level	certificate of higher education (C <del>ert</del> H <del>E</del> )	diploma of higher education (DipHE)
access to higher education diploma	higher apprenticeship	foundation degree
advanced apprenticeship		higher national diploma (HND)

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applied <a href="#">general</a> AS level international Baccalaureate diploma level 3 award level 3 certificate level 3 diploma level 3 ESOL level 3 national certificate level 3 national diploma level 3 NVQ music grades 6, 7 and 8 T Level tech level	higher national certificate (HNC) level 4 award level 4 certificate level 4 diploma level 4 NVQ	level 5 award level 5 certificate level 5 diploma level 5 NVQ
Level 6	Level 7	Level 8
degree apprenticeship degree with honours - for example bachelor of the arts (BA) honours, <a href="#">bachelor of science</a> (BSc) honours graduate certificate graduate diploma level 6 award level 6 certificate level 6 diploma level 6 NVQ ordinary degree without honours	integrated master's degree, for example <a href="#">master of engineering</a> (MEng) level 7 award level 7 certificate level 7 diploma level 7 NVQ master's degree, for example <a href="#">master of arts</a> (MA), master of science (MSc) postgraduate certificate postgraduate certificate in education (PGCE) postgraduate diploma	doctorate, for example <a href="#">doctor of philosophy</a> (PhD or DPhil) level 8 award level 8 certificate level 8 diploma

## CHECK QUOTAS

Q13. This research will be conducted over Zoom – the online meeting platform. How proficient would you say you are at using the Internet, and Zoom specifically?

I feel very confident about using the Internet and Zoom  
I feel quite confident about using the Internet and Zoom  
I don't feel confident about using the Internet and Zoom **THANK AND CLOSE**  
I would rather not use the Internet if I didn't have to **THANK AND CLOSE**  
I do not use the internet at all **THANK AND CLOSE**

Q14. Do you have access to a desktop or laptop computer, or a large-format tablet (such as an iPad with a large screen), which is connected to a reliable and stable internet connection, on which you could take part in a Zoom interview?

Yes  
No **THANK AND CLOSE**

Q15. Which of the following most closely matches your current study/work situation?

1. At school/college **THANK AND CLOSE**  
2. In an apprenticeship

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- At university (undergraduate or post graduate studies)
- Working full or part time
- Prefer not to answer **THANK AND CLOSE**

## CHECK QUOTAS

Q16. Which of the following best describes your current living situation?

- I live in student accommodation and water bills are included within my [payments](#)
- I am a [student](#) and a parent/guardian pays my water bill
- I live with parent(s)/guardian(s) and they are responsible for paying the water bill
- I live in shared accommodation and someone else is responsible for paying the water bill
- I live in rented accommodation and water bills are included within my [rent](#)
- I live in rented [accommodation](#) and I am responsible, or have shared responsibility, for my water bill **THANK AND CLOSE**
- I live in accommodation which I own **THANK AND CLOSE**
- Prefer not to say **THANK AND CLOSE**

## CHECK QUOTAS

Q17. Do you have any children?

- Yes **THANK AND CLOSE**
- No

## CHECK QUOTAS

## Invitation: Group (Zoom) discussion

Q18. Thank you for answering those questions. Would you be willing to attend an online workshop, which will be held on Zoom, that we are holding for Thames Water about the importance of various current affairs issues? There will be about 8 or 9 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The group will last around 3 hours. All participants will receive **£140**, to be paid by BACS, to thank them for their time.

Yes **PROCEED TO PRE-TASK AND/OR DATA COLLECTION AND SHARING CONSENT**  
No **THANK AND CLOSE**

## ASK ALL: PRE-TASK

**TELL PARTICIPANT ABOUT PRE-TASK:** Part of the discussion will focus on a list of current affairs and topics of interest. We will send/email you a form to fill in based on your rank order in terms of most and least time spent thinking about these issues, so that it is fresh in your mind.

## ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q19. DATA COLLECTION & SHARING CONSENT

The Zoom Group may be joined by representatives of Thames Water, so they can watch the discussion and learn as much from it as possible from it. They will not participate in the discussion.

The Zoom Group will be video recorded, to ensure accuracy and for analysis purposes. All recordings will be securely stored for a period of 12 months (for reference purposes) before being destroyed.

The video footage from the Zoom Group will also be passed to Thames Water, for the purposes of analysis. Please confirm that is **OK**

Yes **CONTINUE WITH DETAILS**  
No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q20. The Zoom Group will take place on:

Date	Time	Place
Wednesday 26 July 2023	6PM	Online

The itinerary for the session will be as follows.

6pm – 7.15pm – Group session

7.15pm – 7.45pm – Comfort Break

7.45pm – 9pm – Group session

Would you be able to attend? reassure & persuade  
**IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:**

Great, thanks. I'll just take a few [details](#), and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

**RECRUITER:** Please ensure you have filled in the cover page of the RQ, including email address and mobile number of [participant](#), then complete the following confirmations.

## THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

### Recruiter Confirmations

**RECRUITER – VERY IMPORTANT** – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q21. **IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?**

Clear   
Will do



3621 Thames Water Future Customers  
Online Workshop  
Recruitment Questionnaire – Group 3

## Quotas/group structure – INTERVIEWER SECTION

	Cohort 3 (n=9/10)
Age	26-30
Ethnicity	Min 3: BAME
Gender	Min 3: Male & Min 3: Female
Service type	Min 2, max 4 wastewater-only (no TW water only)
Marital Status	Spread. Married/Div partnership (min 3, max 6)
Children	Yes (min 2, max 4)
Location	Spread
Educational attainment	Spread
SEC	Spread
Water bill responsibility	Yes (min 2, max 4)

Good morning/afternoon/evening. My name is ..... from Scout/Accent and I am carrying out research for Thames Water into people's individual importance around current affairs and interests.

**WHEN SPEAKING TO THE CORRECT PARTICIPANT REPEAT TEXT ABOVE & CONTINUE:**

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of an online 3-hour workshop, for which you would be paid **£140** were you able to assist. You would also be asked to undertake a small introductory task before joining the workshop (of up to 10 minutes) where you will be asked to rank current affairs issues and topics of interest by most and least important to you. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

**NOTE TO INTERVIEWER:** SAMPLE SOURCE IS: #sourcetxt#

**INTCHECK. INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct  
Calls being recorded

**INTCHECK2. INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed  
No, it isn't safe – we need to call back later **GO TO APPT SCREEN**

Q1. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third

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party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at [www.accent-mr.com/privacy/](http://www.accent-mr.com/privacy/).

Do you agree to proceeding with the interview on this basis?

Yes  
No **THANK AND CLOSE**

Q2. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**  
No

Q3. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**  
Yes, between 6 months and 2 years ago  
Over 2 years ago **GO TO Q6**  
No **GO TO Q6**

**TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE**

Q4. How many groups have you been to in that period?

One  
2-3  
More than 3 **THANK & CLOSE**

Q5. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

**IF SUBJECT WAS WATER THANK & CLOSE**

Q6. What is the job title of the chief wage earner of your household? This may be you, your partner, one of your parents or other family members, or someone else living in your household.

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
- **IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS**
- **IF BANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD BANK/GRADE SPECIFICALLY**
- **IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

**CODE SEG**

A  
B  
C1

C2  
DE  
Not stated **THANK & CLOSE**

**CHECK QUOTAS**

Q7. What is your postcode? We are looking for participants in specific areas to take part in this research, and your postcode will be used to ensure you are in scope for this research.

Thames Water Waste only  
Dual Thames Water  
TW Water only **THANK & CLOSE**

**CHECK POSTCODE TO ENSURE THAT PARTICIPANT IS IN THE CORRECT GEOGRAPHY (THAMES WATER SINGLE OR DUAL SUPPLY AREA, SPLIT AS REQUIRED) CODE DUAL OR SINGLE SUPPLY**

**CHECK QUOTAS**

Q8. How old are you?   **CODE AGE GROUP BELOW**

25 or younger **THANK & CLOSE**  
26 and 30  
31 or older **THANK & CLOSE**  
Refused **THANK & CLOSE**

**CHECK QUOTAS**

Q9. Are you...

1. Male
2. Female
3. Prefer to self-identify/describe my gender different
4. Prefer not to say

**CHECK QUOTAS**

Q10. What is your marital status?

1. Single
2. Married or civil partnership
3. Widowed
4. Divorced
5. Separated

**CHECK QUOTAS**

Q11. To which of these ethnic groups do you consider you belong to? **PROBE AND WRITE DOWN**

**WHITE**

1. British
2. Irish
3. Any other White background

**MIXED**

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

**ASIAN OR ASIAN BRITISH**

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

**BLACK OR BLACK BRITISH**

12. Caribbean
13. African
14. Any other Black background

**CHINESE OR OTHER ETHNIC GROUP**

15. Chinese
16. Any other ethnic group

17. Prefer not to say.

**CHECK QUOTAS**

**CHECK QUOTAS**

Q12. What is the highest level of qualification you have achieved? **SEE MATRIX BELOW**

- Entry level  
Level 1  
Level 2  
Level 3  
Level 4  
Level 5  
Level 6  
Level 7  
Level 8  
None of these qualifications

Entry level	Level 1	Level 2
entry level award entry level certificate (ELC) entry level diploma entry level English for speakers of other languages (ESOL) entry level essential skills entry level functional skills Skills for Life	first certificate GCSE - grades 3, 2, 1 or grades D, E, F, G level 1 award level 1 certificate level 1 diploma level 1 ESOL level 1 essential skills level 1 functional skills level 1 national vocational qualification (NVQ) music grades 1, 2 and 3	CSE - grade 1 GCSE - grades 9, 8, 7, 6, 5, 4 or grades A*, A, B, C intermediate apprenticeship level 2 award level 2 certificate level 2 diploma level 2 ESOL level 2 essential skills level 2 functional skills level 2 national certificate level 2 national diploma level 2 NVQ music grades 4 and 5 O level - grade A, B or C
Level 3	Level 4	Level 5
A level access to higher education diploma	certificate of higher education <del>Cochrane</del> higher apprenticeship	diploma of higher education (DipHE) foundation degree

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advanced apprenticeship applied <a href="#">general</a> AS level International Baccalaureate diploma level 3 award level 3 certificate level 3 diploma level 3 ESOL level 3 national certificate level 3 national diploma level 3 NVQ music grades 6, 7 and 8 T Level tech level	higher national certificate (HNC) level 4 award level 4 certificate level 4 diploma level 4 NVQ	higher national diploma (HND) level 5 award level 5 certificate level 5 diploma level 5 NVQ
<b>Level 6</b>	<b>Level 7</b>	<b>Level 8</b>
degree apprenticeship degree with honours - for example bachelor of the arts (BA) honours, <a href="#">bachelor of science</a> (BSc) honours graduate certificate graduate diploma level 6 award level 6 certificate level 6 diploma level 6 NVQ ordinary degree without honours	integrated <a href="#">master's degree</a> , for example <a href="#">master of administration</a> (MEng) level 7 award level 7 certificate level 7 diploma level 7 NVQ <a href="#">master's degree</a> , for example <a href="#">master of arts</a> (MA), <a href="#">master of science</a> (MSc) postgraduate certificate postgraduate certificate in education (PGCE) postgraduate diploma	doctorate, for example <a href="#">doctor of philosophy</a> (PhD or DPhil) level 8 award level 8 certificate level 8 diploma

## CHECK QUOTAS

Q13. This research will be conducted over Zoom – the online meeting platform. How proficient would you say you are at using the internet, and Zoom specifically?

- I feel very confident about using the internet and Zoom  
I feel quite confident about using the internet and Zoom  
I don't feel confident about using the internet and Zoom **THANK AND CLOSE**  
I would rather not use the internet if I didn't have to **THANK AND CLOSE**  
I do not use the internet at all **THANK AND CLOSE**

Q14. Do you have access to a desktop or laptop computer, or a large-format tablet (such as an iPad with a large screen), which is connected to a reliable and stable internet connection, on which you could take part in a Zoom interview?

- Yes  
No **THANK AND CLOSE**

Q15. Which of the following most closely matches your current study/work situation?

1. At school or college **THANK AND CLOSE**

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2. In an apprenticeship  
3. At university (undergraduate or post graduate studies)  
4. Working full or part time  
5. Prefer not to answer **THANK AND CLOSE**

## CHECK QUOTAS

Q16. Which of the following best describes your current living situation?

1. I live with parent(s)/guardian(s) and they are responsible for paying the water bill  
2. I live in shared accommodation and someone else is responsible for paying the water bill  
3. I live in rented accommodation and water bills are included within my rent  
4. I live in rented accommodation and I am responsible, or have shared responsibility, for my water bill  
5. I live in accommodation which I own  
6. Prefer not to say **THANK AND CLOSE**

## CHECK QUOTAS

Q17. Do you have any children?

1. Yes  
2. No

## CHECK QUOTAS

## Invitation: Group (Zoom) discussion

Q18. Thank you for answering those questions. Would you be willing to attend an online workshop, which will be held on Zoom, that we are holding for Thames Water about the importance of various current affairs issues? There will be about 8 or 9 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The group will last around 3 hours. All participants will receive **£140**, to be paid by BACS, to thank them for their time.

- Yes **PROCEED TO PRE-TASK AND/OR DATA COLLECTION AND SHARING CONSENT**  
No **THANK AND CLOSE**

## ASK ALL: PRE-TASK

**TELL PARTICIPANT ABOUT PRE-TASK:** Part of the discussion will focus on a list of current affairs and topics of interest. We will send/email you a form to fill in based on your rank order in terms of most and least time spent thinking about these issues, so that it is fresh in your mind.

## ASK ALL: DATA COLLECTION AND SHARING CONSENT

### Q19. DATA COLLECTION & SHARING CONSENT

The Zoom Group may be joined by representatives of Thames Water, so they can watch the discussion and learn as much from it as possible from it. They will not participate in the discussion.

The Zoom Group will be video recorded, to ensure accuracy and for analysis purposes. All recordings will be securely stored for a period of 12 months (for reference purposes) before being destroyed.

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The video footage from the Zoom Group will also be passed to Thames Water, for the purposes of analysis. Please confirm that is [OK](#)

Yes **CONTINUE WITH DETAILS**

No [\[Click here and type HOLD IN RESERVE or THANK AND CLOSE\]](#)

Q20. The Zoom Group will take place on:

Date	Time	Place
Wednesday 26 July 2023	6PM	Online

The itinerary for the session will be as follows.

6pm – 7.15pm – Group session

7.15pm – 7.45pm – Comfort Break

7.45pm – 9pm – Group session

Would you be able to attend? measure & persuade

**IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:**

Great, thanks. I'll just take a few [details](#) and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

**RECRUITER:** Please ensure you have filled in the cover page of the RQ, including email address and mobile number of [participant](#), then complete the following confirmations.

## THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

### Recruiter Confirmations

**RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.**

Yes

Q21. **IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?**

Clear  
Will do

Access

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# Pre-task

## 3621 Thames Water Future Customers PRE-TASK SCRIPT:



Hello and thank you very much for agreeing to be part of our exciting research project.

As part of this important project, we will be talking to people about how important current affairs issues or topics of interest are to them. We're delighted that you will be coming along to one of these sessions.

Before you come along, we need you to read through the following and complete the exercise before attending the session, which is all laid out on the following screens. It has been designed to take no longer than 10 minutes of your time.

The exercise involves ranking the issues presented in order of importance to you. Please answer honestly. There are no correct or incorrect answers and you will not be judged on your responses. If you have questions then please type them in as you go along in the spaces provided.

If you have any technical issues related to this platform and completing the exercise then please contact [omar.shareef@accent-mr.com](mailto:omar.shareef@accent-mr.com). We are really looking forward to meeting you.

Accent Research Team

### Introduction to Task

The following are topics of interest or current affairs issues:

**Importance of issues**

Droughts and long term supply of drinking water	Quality of education/ training	Supporting your club/ sports team	War in Ukraine
Corruption	The Monarchy	Diversity equality, inclusion	River and sea pollution
Migration	Cost of living/inflation	Future of AI/ technology	Politics/ trust in the government
Changing energy and water firms to public ownership	Socialmedia content	Climatechange	Funding for the NHS
Future health pandemics	The job market	Racism/ discrimination	Buying/ renting a home
Health care, including mental health care	Water lost from water pipes (water leakage)	Leisure activities e.g. gigs, films/TV, gaming etc.	Brexit

**Question 1:** Please read each of the issues listed above. Please choose and **rank the five** you spend the **most** time thinking about.

- 1.
- 2.
- 3.
- 4.
- 5.

**Question 2:** Please read each of the issues listed above. Please choose and **rank the three** you spend the **least** time thinking about.

- 1.
- 2.
- 3.

**Question 3:** Is there any issue that is very important to you that has not been captured in this task? If so, please write it here: .....

We are looking forward to meeting you. If you have any questions before the session, please contact us at: [omar.shareef@accent-mr.com](mailto:omar.shareef@accent-mr.com). See you very soon.

# Topic guide

## 3621 Thames Water Future Customers Group Topic Guide



### DISCUSSION GUIDE for online session

Good evening... My name is ... and I work for an independent market research company called Accent. We are conducting research for Thames Water looking at the individuals' importance of current affairs issues. Thank you very much for agreeing to help us with this research and for being here this evening.

The research is being conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered. This means that everything you say here this evening is confidential and will not be attributed to you personally.

This session is being video recorded and will be shared with representatives of Thames Water. Please don't let that stop you expressing your views frankly. I'm also recording the session to ensure accuracy in reporting back what I hear today, so I do not have to try to remember what you have all said, so it'll be used for analysis purposes only. This is standard market research procedure. The recordings will not be passed to any third party not associated with the research project.

The session will last around 3 hours.

Can I stress that we are looking for your views. There are no right or wrong answers. I hope you will all contribute to the discussion.

### Participants introduce themselves and moderator introduction 10 mins

- Name
- Profession or student
- Hobbies/interests

### 3 x Group Discussions by age cohort 30 mins

- Current Affairs Awareness
  - What current affairs are you most aware of and why?
  - How have sources like media, social media, and your peers influenced your awareness and understanding of these issues?
- Personal Importance and Passion
  - How important are these issues to you personally?
  - Are there any issues you feel particularly passionate about, either in support or opposition? Why?
  - How do these issues affect your daily life?
- Critical Junctures and Change Over Time
  - Discuss any critical moments or events in your life that have significantly shaped your views on these issues.
  - Have your thoughts or concerns about these issues changed over time? If so, why?
- Future Expectations
  - How do you expect your interest or passion about these issues will change in the future?

### Water specific discussion (if not raised previously) 20 mins

- Now thinking about water and sewage issues, do you ever think of any of these things? Where do they feature in your list of priorities, if at all? (Show list on screen briefly)
  - Having safe, high quality drinking water
  - Having a reliable supply of water with minimal disruption
  - Having enough water now and in the future, including water leaks being fixed
  - No sewers flooding into or around properties
  - No river pollution from sewage overflows
  - Water companies to reduce their impact and restore the environment
  - Good customer service from water companies
  - Fair and affordable bills for water and wastewater services
- Have your views on any of these changed recently? If so, why?

### Plenary discussion - all 15 mins

- Group spokesperson presents a summary of their discussion to all participants.

### Comfort break 30 mins

### 3 x Group Discussions - Mixed cohorts 35 mins

- Cross-Generational Insights
  - Discuss how your awareness, understanding, and passion about current affairs has been influenced by the insights from the other age groups.
  - Explore which aspects resonated with you and which differed from your own perspective.
  - Do you believe there is any inter-generational tension surrounding any of the issues discussed today? If so, what causes this?
- Collective Priorities and Passion
  - Identify the issues that seem to be the most important and/or elicited the most passion across all age groups.
  - Discuss why these issues stand out and what common concerns or thoughts exist.
- Media and Peer Influence
  - Discuss how media, social media, and your family or peers affect your views and passion about these issues.
  - Explore any specific instances when these influences led to a significant change in your perspective or behaviour.
- Future Engagement
  - How will this discussion influence your future engagement with current affairs?
  - What steps will you take to stay informed, active, and responsive?

### Water specific discussion (if not raised previously) 20 mins

- Now thinking about water and sewage issues, where do these things feature in your list of priorities, if at all? (Show list on screen briefly)
  - Having safe, high quality drinking water
  - Having a reliable supply of water with minimal disruption
  - Having enough water now and in the future, including water leaks being fixed
  - No sewers flooding into or around properties
  - No river pollution from sewage overflows
  - Water companies to reduce their impact and restore the environment
  - Good customer service from water companies
  - Fair and affordable bills for water and wastewater services
- Have your views on any of these changed recently? If so, why?
- Do you consider there to be a difference in views on this between age groups?

### Plenary discussion - all 15 mins

- Group spokesperson presents a summary of their discussion to all participants.

### Wrap and Close 5 mins (180)

Thank you very much.

Can I finally ask whether any of you would be happy to be contacted again if we need clarification of any of your comments tonight or to take part in other research for Thames Water?

MODERATOR: PLEASE COMPLETE THE TABLE BELOW FOR ALL WHO SAY YES

Name	Tick for Clarification	Tick for Further Research	Please sign to confirm you are happy to be contacted for clarification or to take part in further research for Thames Water



**It's everyone's water**

Accent conforms to the requirements of ISO 20252:2019