

# South Staffs Water

Smart Meter Ethnography: Wave  
1 Research Materials



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# 1 Qualitative research materials

The qualitative strand of wave 1 involved 18 in-home interviews with South Staffs Water customer who had recently had a water meter installed at or near their property.

This section presents both the recruitment screener participants completed ahead of being confirmed for the research, as well as the interview discussion guide and accompanying stimulus materials.

## 1.1 Recruitment screener

### Introduction

This survey is being carried out by Navigator Insight, an independent research company.

Navigator Insight has been commissioned by South Staffs Water to conduct research with some of their customers. They are conducting this survey to see if you'd be interested in taking part and receiving a £250 incentive for your time.

South Staffs Water has begun installing free water meters in your area, and this research seeks to explore how these are affecting household's day-to-day lives.

The research involves a small number of easy to complete activities spread across 12 months, which include:

- A one-hour interview in your home in March or April with an independent researcher from a market research company called Navigator Insight
- Completing an online diary task, once in July and again in November.
- Attending an online group to share experiences with other local households who are taking part in this research, at the end of the 12 months
- We'll also keep in touch each month with an email and a couple of quick questions.

You would get a £250 incentive for taking part in all the activities.

The experiences that you tell us about will be used by South Staffs Water to help it have a better understanding of the lives of its customers, to see how to improve the service and support provided now, and in the future when households move to a water meter.

To ensure that we get a broad range of households involved we need to ask you some questions about your life and attitudes. If you are interested in taking part, please click on the 'Next' button. It should take no longer than 10 minutes to complete.

### ABOUT YOU

#### ASK ALL

**Q1. 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?**

#### SINGLECODE

**Advertising/Marketing/Branding** *THANK & CLOSE*

Public Relations or Sales Promotion *THANK & CLOSE*

Market Research *THANK & CLOSE*

T.V./Radio Station/Media *THANK & CLOSE*

Newspaper/Magazine/Journalism *THANK & CLOSE*

Any water company or any of its affiliates (e.g. Ofwat, Department for Environment, Food & Rural Affairs (Defra), Consumer Council for Water (CCW), Drinking Water Inspectorate (DWI), Environment Agency (EA)) *THANK & CLOSE*

Don't know

None of the above

*ASK ALL*

**Q2. And how long have you lived in your property?**

*SINGLECODE*

Less than 3 months *THANK & CLOSE*

3-12 months

Longer than 12 months

*ASK ALL*

**Q3. As part of the research, we may ask you if we can capture videos and images of you - and others within your household if applicable. For instance, when we visit your home for the initial interview. Please can you verify that you are comfortable and willing to do so. This will only ever be for things you feel comfortable with.**

*SINGLECODE*

Yes

No *THANK & CLOSE*

*ASK ALL*

**Q4. As part of the research, are you happy for South Staffs Water to access historic and current data from your water meter?**

*SINGLECODE*

Yes

No *THANK & CLOSE*

*ASK ALL*

**Q5. During the project, we may ask you to use your mobile device to capture videos and images of water usage activities as part of a video diary task. Please can you verify that you, or another adult in your household, own a smart phone and are comfortable using it for these purposes?**

*SINGLECODE*

Yes

No *THANK & CLOSE*

*ASK ALL*

**Q6. Which gender do you identify as?**

*SINGLECODE*

Male

Female

Prefer to self-describe

Prefer not to say

ASK ALL

**Q7. How old are you?**

**SINGLECODE**

Under 18 **THANK & CLOSE**

18-24

25-34

35-44

45-54

55-64

65+

ASK ALL

**Q8. How many people live in your household including yourself?**

**OPEN**

ASK ALL

**Q8a. Which of the following best describes your household makeup?**

**If you live with children in both age categories 0-11 and 12-18, please select both of these options.**

**SINGLECODE – ALLOW Single/divorced with children 0-11 and 12-18 to be coded together, ALLOW Live with partner with children 0-11 and 12-18 to be coded together**

I am single/separated/divorced/widowed and live alone

I am single/separated/divorced/widowed and in a shared house with others in a similar situation

I live with my partner/spouse, but we have no children

I live with my partner/spouse, but our children no longer live with us

I'm single/divorced/separated/widowed and live with children aged 0-11 years old

**MULTICODE**

I'm single/divorced/separated/widowed and live with children aged 12-18 years old

**MULTICODE**

I live with my partner/spouse and children aged 0-11 years old **MULTICODE**

I live with my partner/spouse and children aged 12-18 years old **MULTICODE**

I'm a student and I live with other students in a shared house

I live in another scenario not listed – please state **OPEN**

**ASK THOSE IN A MULTI-PERSON HOUSEHOLD – IF Q8>1**

**Q9. As the lead respondent, are you happy to gain consent from the others in your household for their permission to participate in the research study?**

**SINGLECODE**

Yes

No **THANK & CLOSE**

ASK ALL

**Q10. How would you describe your ethnicity?**

**SINGLECODE**

White

English/Welsh/Scottish/Northern Irish/British

Irish

Gypsy or Irish Traveller  
Other White background  
**Mixed / Multiple ethnic groups**  
White and Black Caribbean  
White and Black African  
White and Asian  
Other Mixed / Multiple ethnic background  
**Asian /Asian British**  
Indian  
Pakistani  
Bangladeshi  
Chinese  
Other Asian background  
**Black / African / Caribbean / Black British**  
African  
Caribbean  
Other Black / African / Caribbean background  
**Other Ethnic group**  
Arab  
Any other ethnic group  
Don't know / prefer not to state

**ASK ALL**

**Q11. Is English your first language?**

**SINGLECODE**

Yes

No

**ASK ALL**

**Q12. For classification purposes, which of the following best describes the profession of the person in your household with the largest income?**

**SINGLECODE**

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director) – **CODE AS A**

Intermediate managerial/ professional/ administrative (e.g. trainee Doctor or Solicitor, Director of small company, middle management) – **CODE AS B**

Supervisory / junior managerial/ professional/ administrative (e.g. Office worker, Foreman, Salesperson) – **CODE AS C1**

Student – **CODE AS C1**

Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, HGV/Bus driver, pub/bar worker) – **CODE AS C2**

Semi or unskilled manual work (e.g. Manual workers, apprentice, Caretaker, van driver, shop assistant) – **CODE AS D**

Casual worker – not in permanent employment – **CODE AS E**

Housewife/ Homemaker – **CODE AS E**

Retired– **ASK Q12a**

Unemployed or not working due to long-term sickness – **CODE AS E**

Full-time carer of other household member – **CODE AS E**

Prefer not to say

**ASK IF 'Retired' at Q12, OTHERS GO TO Q13**

**Q12a. Does the person with the largest income in your household have a state pension, a private pension or both?**

**SINGLECODE**

State only - **CODE AS E**

Private only

Both

Don't know

**ASK IF 'Private only' OR 'Both' AT Q12a, OTHERS GO TO Q13**

**Q12b. How would you describe occupation of the person with the largest in your household before retirement?**

**SINGLECODE**

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director) – **CODE AS A**

Intermediate managerial/ professional/ administrative (e.g. trainee Doctor or Solicitor, Director of small company, middle management) – **CODE AS B**

Supervisory / junior managerial/ professional/ administrative (e.g. Office worker, Foreman, Salesperson) – **CODE AS C1**

Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, HGV/Bus driver, pub/bar worker) – **CODE AS C2**

Semi or unskilled manual work (e.g. Manual workers, apprentice, Caretaker, van driver, shop assistant) – **CODE AS D**

Casual worker – not in permanent employment – **CODE AS E**

Housewife/ Homemaker – **CODE AS E**

Unemployed or not working due to long-term sickness – **CODE AS E**

Full-time carer of other household member – **CODE AS E**

Prefer not to say

**ASK ALL**

**Q13. What is your occupation and what industry does it operate in?**

**Occupation: OPEN**

**Industry: OPEN**

MUST NOT BE ASSOCIATED WITH WATER COMPANY OR ANY OF ITS AFFILIATES (OFWAT, DEFRA, CCW, DWI, EA)

**ABOUT YOUR HOME**

**ASK ALL**

**Q14. Do you own or rent your home, and how do you rent?**

**SINGLECODE**

Own home (mortgage)

Own home (outright)

Rent through a private landlord

Rent through social housing

Other type of ownership/renting

**ASK ALL**

**Q16. How do you feel about your home having a water meter?**

**SINGLECODE - INVERT**

Very happy to have meter

Fairly happy – with some reservations/questions

Neither happy nor unhappy

Fairly unhappy – I have reservations/questions

Very unhappy to have a meter

Don't know

**ASK ALL**

**Q16a. Why do you say this?**

**OPEN**

**ASK ALL**

**Q17. Which best reflects your home?**

**SINGLECODE**

No garden

A small garden – roughly the size of half a tennis court or smaller

Medium size garden – roughly the size of between half to one tennis court

Large garden – bigger than the size of a tennis court

**ASK ALL**

**Q18. Thinking generally about how you make decisions about what to buy, how to travel, how to live your day-to-day life; which of these descriptions comes closest to describing you?**

**SINGLECODE**

I don't tend to think about my impact on the environment in my day-to-day life

It's an added bonus if what I'm doing is environmentally friendly, but it's not a big issue for me

I think about my impact on the environment and try to do things to make a difference whenever I can (e.g., I make green choices but ideally this doesn't cost me more in money or effort)

I'm very concerned about my impact on the environment and make considerable effort to reduce it (e.g., I spend more time, effort and/or money in order to make green choices, write to my MP, member of an environmental group)

Don't know

**ASK ALL**

**Q20. Do you do or use any of the following during the warmer months (May-September)?**

**SINGLECODE**

Regularly (weekly to fortnightly)

Once a month

Less frequently/never

Don't use/have one at my property

**LOOP**

Use a watering can  
Use a hosepipe/jet wash  
Use an irrigation/sprinkler system  
Use a paddling pool/hot tub  
Use a water butt  
*END LOOP*

## HEALTH/VULNERABILITY QUESTIONS

*ASK ALL*

**Q24. We want to make sure we are being inclusive in our research and including people and households who reflect a wide range of circumstances.**

**At the end, please select if one or more of these circumstances apply to you. You don't need to specify which ones, and please remember that all of your responses are confidential.**

- Health conditions that impact daily living e.g. the ability to work, the need for either daily care; or the need for targeted support to carry out tasks associated with normal living (shopping, cleaning, getting around).
- A mental health condition that sometimes or always impacts daily living in terms of working or managing certain tasks/situations
- A physical disability affecting daily living e.g. sight loss, hearing loss, limited mobility
- A condition that specifically relies on using water e.g. kidney dialysis; skin conditions or health issues that require additional bathing or washing machine use
- Sudden loss of household income: redundancy, contract termination, inability to work
- Short term health issue: injury, surgery/post op recovery or serious illness that is temporarily impacting the ability to carry on with life in the normal way
- Having a newborn baby in the home
- Bereavement of partner, parent, close family member in the last year
- Relationship breakdown: divorce, or separation from partner (where living together, sharing financial responsibilities) in the last year
- I find it difficult to speak and/or read English

**Do any of the above circumstances apply to you?**

*SINGLECODE*

Yes, 1 or more of these circumstances apply to me

No, none of these circumstances apply to me

Don't know

*ASK ALL*

**Q25. We want to understand the views of households on all incomes. Could you tell us which of the following bands best describes your household's total income before tax and deductions?**

*SINGLECODE*

Less than £15,000

£15,000 to £21,999

£22,000 to £26,999  
£27,000 to £34,999  
£35,000 to £51,999  
£52,000 to £69,999  
£70,000+  
Prefer not to say

**ASK ALL**

**Q25a. Do you currently receive benefits such as Universal Credit or pension credit payments?**

**SINGLECODE**

Yes

No

Prefer not to say

**ASK ALL**

**Q26. Which of the following is most applicable to you?**

**SINGLECODE**

I struggle to pay one or more household bills

I just about manage to pay all our household bills

I do not struggle to pay household bills

Prefer not to say

**ASK ALL**

**Q26a. If something unexpected came up - like replacing a broken appliance or a big urgent bill – how easy or difficult would it be for your household to manage financially? Please use a 5-point scale where 1 = Very difficult and 5 = Very easy**

**SINGLECODE - INVERT**

1 - Very difficult

2

3

4

5 - Very easy

Don't know

## **TECHNOLOGY QUESTIONS**

**ASK ALL**

**Q28. Thinking about your life and how you use digital channels such as email, websites, Apps, text messaging etc., which of the below would you say relates to you?**

**SINGLECODE**

**PROFICIENT:** I can easily get online/use digital channels without any assistance

**SOMEWHAT PROFICIENT:** I can mostly get online/use digital channels myself or with some assistance

**NEED ASSISTANCE:** I struggle to get online/use digital channels and need assistance to do so

## **CONSENT QUESTIONS**

ASK ALL

**Q29. Towards the end of the project, we may ask you if you would be willing to have a motion-activated camera in your home in an area that you feel comfortable with (used to monitor certain water points like the kitchen sink, or garden tap).**

**On a scale of 1-10 how comfortable would you feel about this (10 being very comfortable and 1 being very uncomfortable)?**

*SINGLECODE - INVERT*

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

ASK ALL

**Q30. Please could we capture your contact details so we are able to recruit you for the research?**

**Name:** OPEN

**Mobile Number:** OPEN

**Email Address:** OPEN

**Postal Address:** OPEN

Thank you so much for answering this survey. You meet all the eligibility requirements and therefore may receive a call asking you to take part in the research.

The answers to the questions will now be shared with Blue Marble and Qa Research may be in touch to confirm you for the research, chat to you further about the research on the phone and schedule in your first interview with Blue Marble.

## 1.2 In-home interview discussion guide

### 1. Introduction (5 mins)

**Introduction:** *This research is part of a year-long project for South Staffs Water who want to understand your water usage behaviours and your attitudes towards water meters.*

*The research will involve four parts, including today, that will take place over 12 months. Following today, you'll take part in online diary tasks scheduled for July and again in*

November and then attend an online group to share experiences with other local households who are taking part in this research in around 10 months' time.

Throughout the project I'll be your research contact: I'll send you a message around once a month on WhatsApp to check in with you to gather your thoughts on how you've been getting on.

**Navigator Insight:** we are an independent research agency who run research on behalf of different companies and organisations. We are independent of the water company.

**Data protection:** this session will be audio recorded for analysis purposes. Researchers from Navigator Insight and the project team from South Staffs Water may listen to this recording, but it won't be shared beyond the research teams and won't be made public. We will also be recording some short video clips at the end of the interview – I'll remind you of the options you chose during your chat with the recruiter about how these can be shared these once we've filmed them, and you can reconfirm or change those choices as you see fit.

Please be assured that the research is being conducted under the terms of the Market Research Society code of conduct and is completely confidential.

**Encouragement:** there are no right or wrong answers so please feel comfortable to be honest with your responses.

**Moderator to check respondent understands, is happy to continue, reconfirm consents and ask them to sign all relevant forms**

## 2. Getting to know you (10 mins)

\*\*\*START RECORDING\*\*\*

Tell me a bit about you and your household.

- Who lives in the household – including pets, and those who may stay regularly but not live there permanently
- Establish life stage: who is in education, work, other
- Hobbies and interests
- If other household members are present ask them to introduce themselves

Tell me about your home.

- [Record type/size (no. bedroom, flat, terrace etc., presence of garden, driveway)]
- How long have lived here?
- Tenancy status (owners, renting, other circumstances)
- Typically, how much time do you/others in your household spend at home vs. elsewhere?
- What's the local neighbourhood like – good place to live, why?

If you'd be comfortable doing so, could you tell me a bit about how you're feeling about life generally?

- Are you feeling optimistic/pessimistic about the future
- Any financial struggles, concerns over paying bills.
- General levels of health and wellbeing

Do you have an energy smart meter? What does the word smart mean to you?

- **If yes**, how do you generally use it? Do you actively check meter readings? Has having an energy smart meter been good for your finances? Has it made you feel better about managing your energy use, or more stressed/anxious?
- **If yes**, Has having an energy smart meter changed your perceptions/views about water meters, or meters in general?
- **Ask all**: Thinking about energy and water, do you prioritise savings of one over the other?
- **Ask all**: Are there any behaviours or routines done to try and reduce bills, for example cutting water or energy usage?


### 3. Home tour (20 mins)

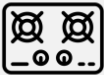




This project attempts to illuminate the different ways people use water in the home. There is very little research available on this topic, which is why we are coming into people's homes and asking about how they use water, when and how often they use it for certain tasks.






Conducting tours of the home - capturing photo and video footage – allows us to look through the keyhole to understand and bring to life behaviours and attitudes from a human perspective. The approach also allows researchers to build rapport/connection with the household.





**Moderator to explain:** *This research project is largely about understanding the different ways people use water in the home. There is very little research available on this topic, which is why we are coming into people's homes and asking about how they use water, when and how often they use it for certain tasks, and any choices they have - for example using softeners or water efficient appliances (e.g. showers, washing machines). I'd like us to move from room to room where water is used, and I'll ask you to tell me about the different activities that happen there.*

- **Take photos and videos of relevant behaviours/set ups with respondent permission**
- **NB cover their own usage habits and those others in the household**

Water use	Observations	Questions
<b>Kitchen: Whereabouts, or on what activities, is most water used in the kitchen?</b>		
<b>Kettle</b> 	<i>Do they fill with more water than required?</i>  <i>Presence of water jug (probe what used for)</i>	If you were making a cup of tea, show me how you would do this?

<p><b>Cooking</b></p> 	<p><i>Do they fill a bowl/ or sink of water, or leave the tap running?</i></p> <p><i>With rice, do they rinse before and/or afterwards?</i></p>	<p>How much cooking do you do?</p> <ul style="list-style-type: none"> <li>• What are the activities/meals that require more water?</li> <li>• If you were peeling vegetables before cooking, show me how you would do this?</li> <li>• If cooking rice, when do you use water in the process? If washing rice, how many times?</li> <li>• What foods are you particularly careful to wash when considering food hygiene?</li> </ul>
<p><b>Sink</b></p> 	<p><i>Presence of:</i></p> <ul style="list-style-type: none"> <li>• <i>Washing up bowl</i></li> <li>• <i>Water saving devices</i></li> </ul>	<p>Show me how you clean the dishes?</p> <ul style="list-style-type: none"> <li>• Frequency of washing up by hand</li> <li>• Using a washing up bowl vs sink / rinsing under running tap</li> <li>• Do you use hot or cold water? If hot: how long does it take for the tap to run hot?</li> </ul>
<p><b>Dishwasher</b></p> 	<p><i>Present or not</i></p>	<p>How often do you run the dishwasher?</p> <ul style="list-style-type: none"> <li>• What determines frequency?</li> <li>• Ratio of washing up vs using a dishwasher</li> <li>• Setting used &amp; why</li> <li>• If purchased, how did they choose this model (eco/feature/price reasons).</li> <li>• Does hard water (i.e. limescale cause damage to your appliance)? If yes, does this influence your choice of machine. How often you use it?</li> </ul>
<p><b>Cleaning</b></p>		
<p><b>Washing machine</b></p> 	<p><i>Present or not</i></p>	<p>How often do you run the washing machine?</p> <ul style="list-style-type: none"> <li>• What determines frequency?</li> <li>• Settings used &amp; why</li> <li>• Fullness of loads and why</li> <li>• If purchased, how did they choose this model (eco/feature/price reasons).</li> <li>• Does hard water (i.e. limescale cause damage to your appliance)? If yes, does this influence your choice of machine. How often you use it</li> </ul>
<p><b>Tumble dryer</b></p> 	<p><i>Present or not</i></p>	<p>How often do you run drier?</p> <ul style="list-style-type: none"> <li>• What determines frequency?</li> <li>• Setting used &amp; why</li> <li>• If purchased, how did they choose this model (eco/feature/price reasons).</li> <li>• How do you dispose of condenser water?</li> </ul>
<p><b>House cleaning</b></p>	<p><i>Any water using cleaning devices</i></p>	<p>Tell me about your house cleaning routine</p> <ul style="list-style-type: none"> <li>• Does this include water, and how?</li> <li>• Use if cleaning wipes? For what purpose?</li> </ul>

		<ul style="list-style-type: none"> <li>Do you recycle any of the used water – e.g. on the lawn? If so, how? If no, why not?</li> </ul>
<b>Bathroom</b>		
<ul style="list-style-type: none"> <li><b>Tell me about the shower/bathing routine for the household?</b></li> <li><b>Are there more than one bathrooms (NB just visit one, but reference the other)</b></li> </ul>		
<p><b>Shower</b></p> 	<p><i>Presence of:</i></p> <ul style="list-style-type: none"> <li><i>Water saving devices:</i></li> <li><i>Shower timer</i></li> <li><i>Low-flow shower heads</i></li> </ul>	<p><i>If have shower, probe:</i></p> <ul style="list-style-type: none"> <li>What determines frequency?</li> <li>How long do you/others shower for?</li> <li>How long does it take for the shower to run hot? Do they wait for this?</li> <li>Do you recycle any of the water, e.g capture in a bucket?</li> </ul>
<p><b>Bath</b></p> 	<p><b>Presence of:</b></p> <ul style="list-style-type: none"> <li><i>Bath</i></li> <li><i>Water saving devices:</i></li> <li><i>Shower timer</i></li> <li><i>Low-flow shower heads</i></li> </ul>	<p><i>If have bath, probe:</i></p> <ul style="list-style-type: none"> <li>How frequently do they/others have a bath?</li> <li>How full do they fill the bath? Does this vary or always the same level?</li> <li>How long does it take for the tap to run hot? Do they wait for this?</li> <li>Do they have any devices or techniques to save water?</li> <li>Are baths required to manage any medical needs?</li> </ul>
<p><b>Basin</b></p> 	<p><b>Presence of:</b></p> <ul style="list-style-type: none"> <li><i>Water saving devices:</i></li> <li><i>Sink Plug</i></li> <li><i>Cup</i></li> <li><i>Flannel</i></li> <li><i>Toothbrush timer / electric toothbrush with timer</i></li> </ul>	<p>Talk me through how you / others in your household clean your teeth</p> <ul style="list-style-type: none"> <li>Note tap on/off; use of cup/ toothbrush timers</li> </ul> <p>Do you/they use the sink plug/fill with water? Explore</p> <ul style="list-style-type: none"> <li>How long does it take for the tap to run hot? What do you do then?</li> </ul> <p>Do you use a flannel? Explore what for</p> <p>Do you use liquid or bars of soap? Explore reason</p>
<p><b>Toilet</b></p> 	<p><b>Presence of:</b></p> <ul style="list-style-type: none"> <li><i>Water saving devices:</i></li> <li><i>Dual-flush settings</i></li> <li><i>Toilet Cistern Bag</i></li> <li><i>Leaky loo detection strips</i></li> <li><i>Smart toilet</i></li> </ul>	<p>What is your approach to loo flushing – do you flush after every use?</p> <p>Do you have any device/tools to reduce water use when flushing?</p> <p>Do you check to see if you loo is leaking from the back of the toilet pan? If yes, why is this, how often?</p>
<b>Garden</b>		
<ul style="list-style-type: none"> <li><b>How do you use the garden?</b></li> </ul>		

<p><b>Garden</b></p> 	<p>Presence of:</p> <ul style="list-style-type: none"> <li>• Pond/pool/tub</li> <li>• Fountain/water feature</li> <li>• Water Butt</li> <li>• Garden Tap</li> <li>• Hose/Watering can/Sprinklers</li> <li>• Swimming pool/hot tub</li> </ul>	<p>Do you have a garden tap? If so, what do you use the garden tap for?</p> <p>How important is water use in the garden for you – probe on mental well-being, is this something that brings them relaxing?</p> <p><b>Probe frequency and water use behaviour around:</b></p> <ul style="list-style-type: none"> <li>• Gardening; watering plants/lawn (including watering can vs hose)</li> <li>• Sprinklers</li> <li>• Filling paddling pools/Bird baths/ponds/tubs/pools</li> <li>• Cleaning patios / outside walls</li> <li>• Washing car/bike/dog</li> <li>• Do you have a water butt? How often do you use it?</li> </ul>
<p><b>Other (where relevant and/or observed)</b></p> <ul style="list-style-type: none"> <li>• Is there anything else in their home (and garden) that uses water that we've not yet talked about?</li> <li>• Can they think of any ways in which they try to reuse water (e.g. from tumble dryer drawer, collecting rainwater for watering garden)?</li> </ul>		
<p><b>Pets</b></p> 	<p>Present or not</p>	<p>Tell me in what ways you use water to care for your pets? e.g.</p> <ul style="list-style-type: none"> <li>• Frequency and method of cleaning them?</li> <li>• Do you use the tap / shower / bath / hose etc.?</li> <li>• How and how often do you need to clean their toys / rugs / beds / cage etc.?</li> </ul>
<p><b>Houseplants</b></p> 	<p>Present or not</p>	<ul style="list-style-type: none"> <li>• How often do they water them?</li> <li>• Where water used comes from?</li> </ul>
<p><b>Medical equipment</b></p> 	<p>Present or not</p>	<ul style="list-style-type: none"> <li>• Does it use water?</li> <li>• Where does that water come from?</li> <li>• Frequency of use.</li> </ul>

*Return to sitting*

**4. Water Meter Installation and communications (20 minutes)**

A key aspect of the work is to understand experiences of recent meter installations, as well as testing the effectiveness of related customer comms.

Tracking opinions of comms and the impact of meter installations from South Staffs Water is important from a behavioural perspective. If the company is liked, trusted and respected they are far more likely to be listened to and any advice or motivation around water savings acted upon.

This part of the interview will also help us understand the relationship between attitudinal dimensions such as knowledge, motivation, and intentions, and how these relate to current and anticipated water usage behaviour.

We're now going to talk about your recent experience of having a meter installed.

- When did you first hear about water meters coming to your area?
  - How did you first hear about meters coming to your area?
  
- When did you know for certain your home would be upgraded to a meter?
  - How did you hear about it?
  - [Unprompted] Do you remember receiving communications from [water company] prior to the installation?
    - How did you feel about this communication?
    - Did anything stand out?
    - Was there anything you felt was missing?
    - Did it feel timely?
  - Did your home ever have a meter previously, or have you lived in another home that had a meter?
  - Overall, how did you feel about your home being fitted with a meter?
  
- What do you think are the reasons for introducing meters for water?
  - Note any reservations or concerns
  - What do you think are the benefits of meters
    - For customers?
    - For water companies?
    - For society, or the environment more generally?
  
- Were you aware of the date the meter would be installed? If so, how was the process of having the meter installed?
  - Was it different to or the same as expected?
  - Where is your meter installed? Is that ideally where you wanted it installed? If not, why? Where would have been best?
  - Are you aware your meter is “smart ready” but not currently “smart”? **This means the meters cannot automatically send your meters readings to the company, and they will need to be read by a person, or through a device being carried by a person walking or driving past your property.**

**The technology to make the meters smart will start to be installed from late in 2026 and this will then allow South Staffs Water to develop an online portal or App for customers to access their water use consumption.**

- What was your initial reaction to having a water meter installed?
  - Probe: Whether happy / unhappy, general feelings attitude towards water meter.
- Have you noticed any impact of having a meter so far?
  - Probe: Any changes in your/your wider household's behaviours around water usage? Are you already saving water?
  - If no, probe on why this
- Do you expect having a meter will have any impacts on your household in the future?
  - *Probe: impact on water consumption and/or water bill, impact on general wellbeing*
  - *If no expected impact, why?*

### **SHOW STIM: Communication materials**

- Do you recall receiving this [letter/postcard]?
- If yes - how did it make you feel when you first saw this? **EMOTIONS BOARD (slide 2)**
- Explore thoughts & feelings?
  - *Probe: why did you think/feel that?*
- Can you summarise the message being conveyed here? Is the message clear/obvious?
- How would you describe the tone of voice/personality behind this communication? **BRAND PERSONALITY BOARD (slide 3)** What personality does it have?
- And does this [communication] leave you feeling (**show slide 4**):
  - Drawn towards the idea of having a meter
  - Wanting to avoid the idea of having a meter
  - Neither / feeling neutral about the idea
    - *Probe: why did you feel this way?*

**Repeat evaluation for 2-3 pieces of communication maximum.**

#### **Priority comms to test:**

- **First Postcard/email – 4 weeks prior to meter installation**
- **Postcard – day of installation**
- **Welcome letter – 7-10 days after meter installation**

## **5. CLOSE**

**Thank respondent and cover next steps and incentive payment.**

Ensure photos/videos taken that will help tell their story.

Explain about monthly temp check mini-survey.

### 1.3 In-home interview stimulus materials


#### Emotional response board




#### Brand personality board



## Impact of communications on meter sentiment

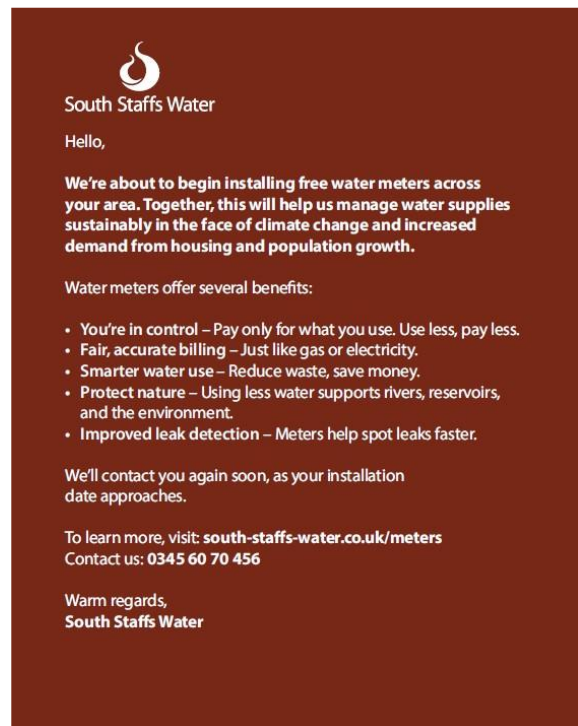
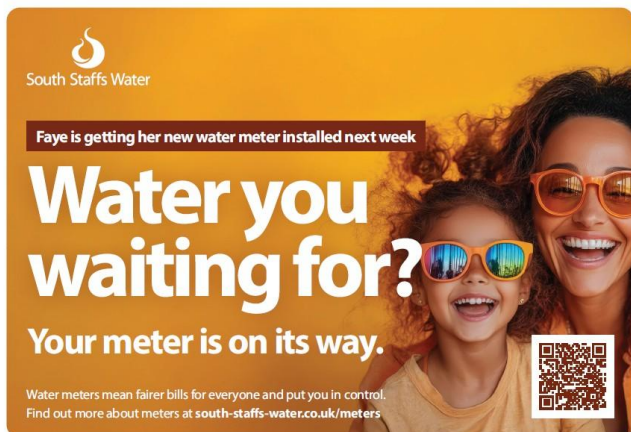
 **Drawn towards** the idea of having a smart meter

 **Wanting to avoid** the idea of having a smart meter

 Neither / I'm feeling **neutral** about the idea

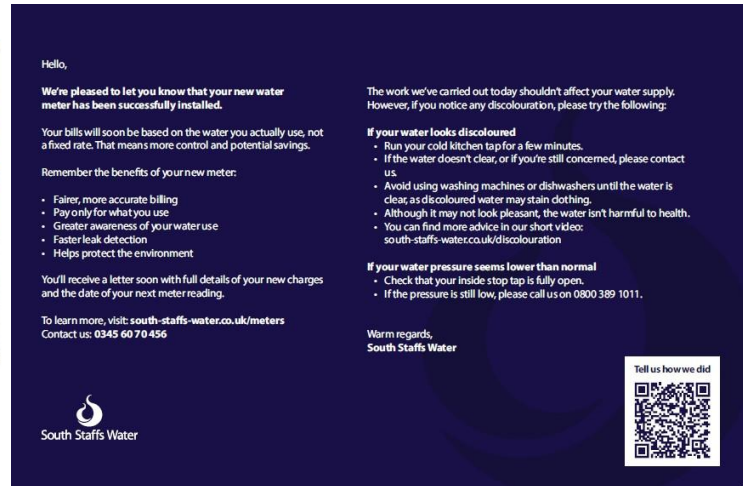
## A postcard/email 4 weeks prior to the installation

1<sup>st</sup> postcard/email (4 weeks prior to installation) – raising awareness of meter fit and providing link to find out more info/FAQs



## A postcard/email on the day of the installation

3<sup>rd</sup> postcard/email (day of installation)  
– update customer of meter fit and  
provide advice if any supply issues  
caused



## A final email/letter 7-10 days after the installation



Hi

**Customer Reference:**  
**Supply address:**

### Your new water meter is now installed

We're pleased to let you know your new water meter has been fitted. From now on, your bills will be based on the water you actually use.

### What happens next?

- Your new charges will start from 00/00/00.
- Within the next xxx days, you'll get a final statement for your unmetered charges
- Your meter's serial number is xxx and it's located xxxx.

### Your new water bills

You'll get two bills each year - one in <insert month> and one in <insert month>. Both bills will need to be paid in full.

We aim to read your water meter at least once every year. Your next meter reading is due in XXX. One of your bills will be based on this reading, and the other will be estimated.

You can also send us your own meter readings at any time. For help with reading your meter, visit <https://www.south-staffs-water.co.uk/meter-reading>. Reading your meter regularly can help you track your water use and spot wasteful leaks early.

### **How your charges work**

You're charged for each cubic meter of water you use. One cubic meter is 1,000 litres, that's about 12 full bathtubs. Find out more about metered charges on our website: Find out more about metered charges on our website: <https://www.south-staffs-water.co.uk/metered-charges>

Your bill also includes:

- A standing charge for maintaining, and reading your meter
- Charges for used water, sewerage services, surface water and highways drainage, which we collect on behalf of Severn Trent.

We want this letter to be clear and helpful. Please tell us what you think about it [here](#).

Yours sincerely  
Customer Services Team, South Staffs Water

### **Further useful information and support**

#### **Could you save money on your bill?**

Using less water can lower your bill. You can claim free water saving devices for your home at [www.savewatersavemoney.co.uk](http://www.savewatersavemoney.co.uk).

#### **Need help with payments?**

Simple, safe and convenient, Direct Debit allows you to spread the cost of your bill over the year. We also offer other flexible weekly, fortnightly or monthly instalment payment options.

#### **Support when you need it**

If your household has a low income, you may qualify for a discount on your water bill. Visit our [website](#) to see how we can help.

If you or someone in your home has a medical condition, disability or needs extra support, please join our Priority Services Register to make sure you get the help you need, especially if your water supply is ever temporarily interrupted.

#### **Manage your account online**

You can view your bill, update your meter readings and check your payment plan at any time if you sign up for an online account: <https://myaccount.south-staffs->

[water.co.uk/user/signin](https://www.south-staffs-water.co.uk/user/signin)

### **Get in touch**

Visit our website for helpful information on all this and more at: <https://www.south-staffs-water.co.uk/contact-us/>

If you want to contact us, you can speak to us via web chat, email, social media, or call us on **0345 607 0456**.

Thanks

South Staffs Water

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## **2 Quantitative research materials**

South Staffs Water also needed to understand how customers are responding to their new meter, so we ran a tracking survey of newly metered customers to sit alongside the qualitative research.

### **2.1 Survey questionnaire**

#### **Why we need your feedback**

Qa Research and Blue Marble Research are independent research companies who have been commissioned by South Staffs Water to gain feedback from customers to understand how moving to a meter affects, or might affect, people's day-to-day lives.

Hearing about your experiences means that South Staffs Water can have a better understanding of their customer needs and preferences. Also, that it can help improve the service and support provided as households move to a water meter.

The survey should take around 15-20 minutes to complete.

By completing it, you can be entered into a prize draw for a chance to win one of two £50 VEX vouchers. VEX vouchers can be used at over 150 retailers.

This survey will be carried out according to the Market Research Society's Code of Conduct and all your answers and information you provide will be treated as confidential in accordance with the Data Protection Act and GDPR legislation.

Any personal data collected in this study will be held securely and will not be shared with any third party, unless you give permission. You can read more about how your Personal Data is protected here (<https://www.qaresearch.co.uk/privacy/>) (<https://bluemarbleresearch.co.uk/privacy-notice/>)

Do you agree to proceeding with this study on this basis?

**SINGLECODE**

Yes

No **THANK AND CLOSE**

**ASK ALL**

**S1. 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?**

**SINGLECODE**

Advertising/Marketing/Branding **THANK & CLOSE**

Public Relations or Sales Promotion **THANK & CLOSE**

Market Research **THANK & CLOSE**

T.V./Radio Station/Media **THANK & CLOSE**

Newspaper/Magazine/Journalism **THANK & CLOSE**

Any water company or any of its affiliates (e.g. Ofwat, Department for Environment, Food & Rural Affairs (Defra), Consumer Council for Water (CCW), Drinking Water Inspectorate (DWI), Environment Agency (EA)) **THANK & CLOSE**

Don't know

None of the above

### **Section 1: Exploring attitudes towards South Staffs Water**

Firstly, we'd like to ask some questions about your current views towards South Staffs Water as your clean water supplier – keeping in mind that they don't handle the sewage/drainage services, that's Severn Trent.

**Q1. How satisfied would you say you are with the overall service provided by South Staffs Water? When giving your answer, please think about all aspects of the service it provides, from the everyday supply of water through the tap to how customer service queries are handled.**

**SINGLECODE**

1 - Extremely dissatisfied

2

3

4

5 - Neither satisfied not dissatisfied

6

7

8

9

10 - Extremely satisfied

Don't know/unsure

**Q2. To what extent do you trust South Staffs Water?**

**SINGLECODE**

1 – I don't trust them at all

2

3

4

5

6  
7  
8  
9

10 – I trust them completely  
Don't know/unsure

**Q3. Your total water bill is made up of clean water charges paid to South Staffs Water and the charges you pay for sewerage/drainage services paid to Severn Trent.**

**How satisfied are you with the value for money of the clean water supply and services you receive from South Staffs Water?**

**When considering this, think only of the charges you pay for your clean water - these make up 46% of the total amount you pay.**

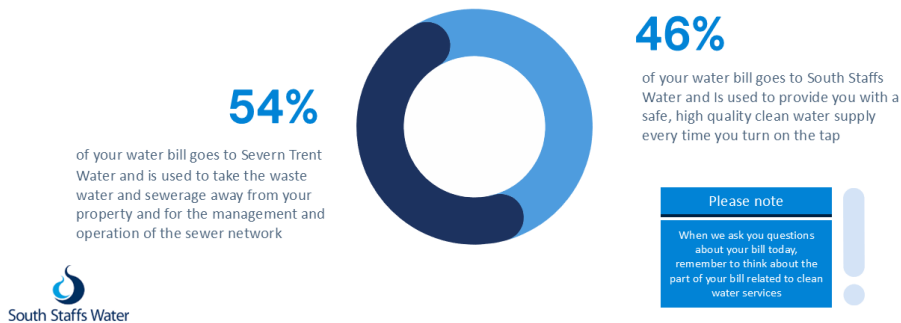
**Click the image below for more information on how your clean water bill is calculated.**

#### Understanding your clean water and waste water bill

You receive your clean water and waste water bill from South Staffs Water. However, South Staffs Water only provide you with the services related to your **clean water supply** - i.e. the supply of water through the taps to your property.

Your **waste water service** is provided by **Severn Trent Water** and they are responsible for taking the waste water away from your property.

The chart below shows how the charges split out. For every £1 you pay on your bill, 46p goes to South Staffs Water and 54p to Severn Trent.



#### **SINGLECODE**

Very satisfied  
Fairly satisfied  
Neither satisfied nor dissatisfied  
Fairly dissatisfied  
Very dissatisfied  
Don't know/unsure

**Q4. How much do you agree or disagree that the clean water charges that you pay are affordable for you?**

**SINGLECODE**

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know/unsure

## **Section 2: Smart-ready meter installation and impact**

In recent months, South Staffs Water have begun installing water meters across the region to help reduce leakage levels and manage water supply in a more sustainable way.

A water meter is a device fitted to your property that measures the exact amount of water you use. It records how much water flows into your home, so your bills are based on actual usage rather than a fixed rate. In addition to the metering charges for water use, there is also a standing charge applied which covers the costs of maintaining and replacing the meters when they reach the end of their lives.

Here are some questions about water meters and the impact these are having on customers' day-to-day lives.

**Q5. Are you aware that a water meter has been installed at your property in recent weeks?**

**SINGLECODE**

Yes, I'm certain one has been installed

Yes, I think it has been installed but not completely sure

No, I was not aware that a water meter had been installed

**Q6. [IF Q5=YES: How do you feel about your home having a meter? / IF Q5=NO: Now you know what a water meter is and that you have one, how do you feel about this? (please do tell us about how you feel emotionally)]**

**OPEN**

**Q7. Have you lived at a property with a water meter before?**

**SINGLECODE**

Yes, I've lived in a property with a meter before

No, I've never lived in a property with a meter before

Don't know/unsure

**SHOW ALL:**

Please read the following information about water meters before clicking the 'Next' button.

If you are using a mobile device, we recommend viewing in portrait mode for the clearest layout.

Water meters currently being installed by South Staffs Water are ones that cannot automatically send the meter readings to the company. They are read by a device being carried by a person walking or driving past your property.



When will my meter provide real-time data?

The technology to allow the meters to send readings straight to South Staffs Water is planned to be fitted in the coming year, by simply fitting a device to the top of the existing meter.



When will I be able to access my usage data online?

Following this upgrade, the company can then develop and provide an online portal and/or App, so customers can access their water use consumption.



*IF Q5 = YES*

**Q8. Were you aware that water meters being installed by South Staffs Water are ones that still need to be read by an employee or by an employee moving past with a device?**

**SINGLECODE**

Yes

No

Unsure/don't know

**Q9. Now you are aware of this, to what extent do you agree with the following statements in relation to your meter and the fact that you don't have access to your water consumption information yet.**

**SINGLECODE**

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know/unsure

**LOOP – RANDOMISE**

**This doesn't affect me - I wouldn't look at the data anyway**

**I'm disappointed - I expected to be able to view my usage online immediately**

**I'm happy to wait until the data becomes available, and look forward to monitoring my usage then**

**I'm confused about why the meter isn't the latest technology**

**I am strongly against having the latest metering technology that allows readings to be sent automatically to the company at my property**

**END LOOP**

**ASK ALL**

**Q10. [IF Q5=YES: To what extent do you agree with the following statements about the impact having a water meter has had on you? / IF Q5=NO: To what extent do you agree with the following statements about the impact having a water meter may have on you?]**

**SINGLECODE**

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know/unsure

**LOOP - RANDOMISE**

Feeling more in control of my water use

Feeling motivated to use water more efficiently

Feeling more confident managing my household bills

Feeling worried that my bills might increase

Feeling anxious because I can't easily track my usage yet

Feeling frustrated by the lack of information about my water use

**END LOOP**

**Q11. [IF Q5=YES: Have you made any changes to your water use since you had your new water meter installed? / IF Q5=NO: Has your water use changed at all between now and three months ago?]**

**SINGLECODE**

I am now making more effort to reduce my water consumption

I am making the same level of effort as before (I was already making lots of effort and have kept this up)

I am making the same level of effort as before (I wasn't motivated to reduce my water consumption before and am still not)

I am now making less effort to reduce my water consumption

**Q11a. Why do you say this?**

**OPEN**

**ASK IF Q5=1 OR 2 AND Q11 = 'I am now making more effort to reduce my water consumption': Q12. Which of the following activities have you started doing since you had a new water meter installed? ASK IF Q5=3 AND Q11 = 'I am now making more effort to reduce my water consumption': Which of the following activities do you currently do?**

**MULTI-CODE**

Shortened shower time

Not showering everyday

Less frequent and/or shallower baths

Not flushing the toilet every time it's used ("If it's yellow, let it mellow")

Fitting water saving devices – e.g. pouch in the toilet cistern, flow restrictors on taps, low water use shower heads

Turning off tap when cleaning teeth

I try to fill up and use ECO mode when using the dishwasher

I try to fill up and use ECO mode when using the washing machine  
Using the shorter wash function on the washing machine  
Using a watering can to water garden / not using a hose  
Fitting a water butt in garden  
Only filling the kettle with the water you need  
Keeping cold water in the fridge to avoid running the tap to get cold  
Reusing water to wash vegetables/fruit or rice  
Another new water saving activity (write in) **OPEN**  
None of these

**ASK IF Q5=YES**

**Q13. Thinking about the first 6 month period, from when your water meter was installed, do you expect any changes to your overall water consumption?**

**SINGLECODE**

Yes, I expect my consumption to decrease significantly  
Yes, I expect my consumption to decrease slightly  
Yes, I expect my consumption to increase slightly  
Yes, I expect my consumption to increase significantly  
I don't expect any change to my consumption  
Unsure/Don't know

*If UNSURE/ DON'T KNOW AT Q13, skip this question*

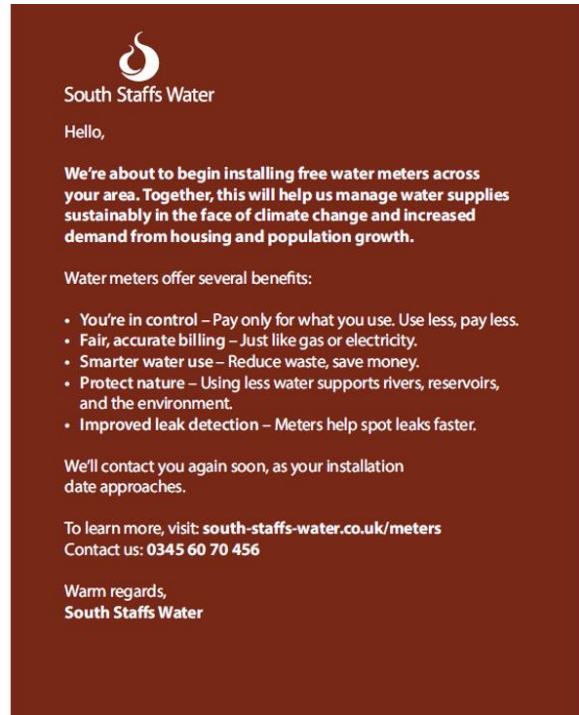
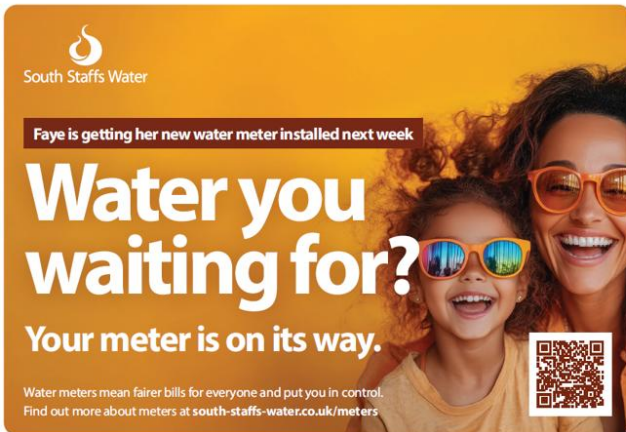
**Q13a. You said you think your consumption may [SUBTEXT FROM Q13a: decrease significantly / decrease slightly / increase slightly / increase significantly / not change]. Why is this?**

**OPEN**

### **Section 3: Recall of customer communications**

**Q14. Do you remember receiving communications from South Staffs Water in relation to the installation of a new water meter?**

**Q14a. A postcard through the letterbox, in the days leading up to the meter being fitted? Please note that this image may not be the exact version you received, as images varied by region.**



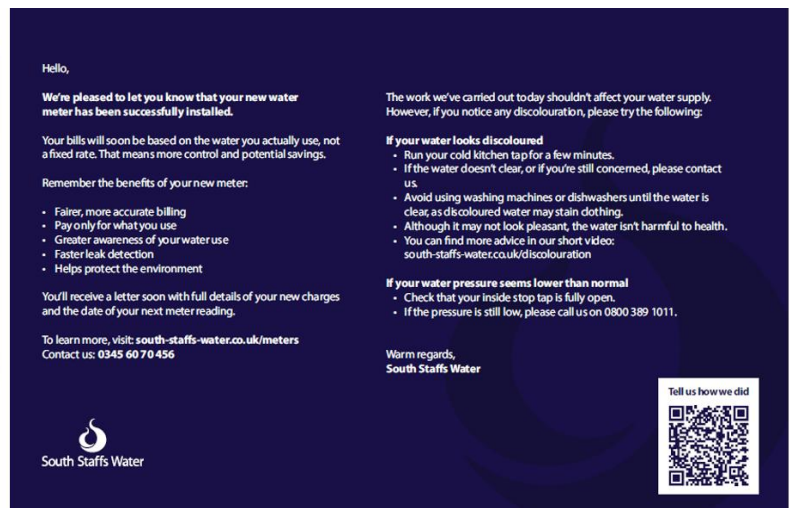
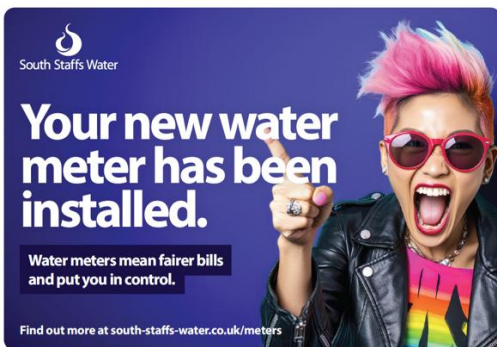
**SINGLECODE**

Yes

No

Unsure/don't know

**Q14b. A postcard through the letterbox, on the day the meter was fitted? Please note that this image may not be the exact version you received, as images varied by region.**



**SINGLECODE**

Yes

No

Unsure/don't know

**Q15. Which, if any, of the other following communications do you remember receiving from South Staffs Water in relation to the installation of your water meter?**  
**MULTI-CODE**

- I saw a social media message/advert about water meters
- I received an email telling me water meters were coming to our area
- I received a letter from the company after my meter had been fitted with more details about it
- I heard an advert on the local radio about water meters coming to our area
- None of the above
- Other: please specify [OPEN END]

**IF NO OR UNSURE AT Q14a AND Q14b AND Q15 =1,2,4,5,6 SKIP TO Q18**

**IF YES TO Q14a AND NO OR UNSURE AT Q14b (or vice versa) – ONLY ASK Q16 AND Q17 IN RELATION TO COMMS THAT RESPONDENT SAID YES TO**  
**IF YES AT Q14a AND Q14b - ASK Q16 AND Q17 IN RELATION TO ONLY ONE OF THE COMMS – RANDOMISE QUESTION WORDING**

**Q16. [ASK IF Q14a or Q14b=Yes: From what you can recall, to what extent do you agree with the following statements about the postcard you received in the days leading up to the meter being fitter / on the day the meter was fitted? / ASK IF Q14a and Q14b=NO OR UNSURE but Q15=3: From what you can recall, to what extent do you agree with the following statements about the letter you received?**

**I would describe the communication as...**

**SINGLECODE**

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/unsure

**LOOP - RANDOMISE**

- Clear and easy to understand
- Friendly and approachable
- Reassuring and professional
- Helpful and informative
- Technical or jargon heavy
- Dismissive and impersonal
- Timely
- Containing the right amount of detail

**END LOOP**

**Q17. [ASK IF Q14a OR Q14b = YES / ASK IF Q14a and Q14b=NO OR UNSURE but Q15=3: How did the communication leave you feeling about having a water meter?**  
**SINGLECODE**

- 0 – It made me want to avoid having a meter
- 1
- 2
- 3

4

5 – It made me feel neutral about the idea of having a meter

6

7

8

9

10 – It made me feel drawn towards having a smart meter

Prefer not to say

#### **SECTION 4: ABOUT YOU**

The next few questions ask about your personal circumstances. There are no right or wrong answers, and please remember this research is entirely confidential.

We are asking these questions so we can understand what impact water meters might have on peoples' circumstances over time.

**Q18. What type of property do you live in?**

**SINGLECODE**

Detached

Semi-detached

Terraced (mid terrace)

Terraced (end of terrace)

Flat or apartment

Maisonette

Park home

Bungalow

Other

Prefer not to say

**Q19. We would like to understand a little more about your home and/or property and the features of it that might mean you use water.**

**From the list below, please can you tell me which apply to your home?**

**MULTICODE (BUT IF SELECT ONE OF 1-3 THESE ARE SINGLE CODE, BUT THEY CAN ALSO SELECT 4-8)**

You have a small garden or outdoor area that you look after (roughly the size of half a tennis court or smaller)

You have a medium garden or outdoor area that you look after (roughly the size of between half to one tennis court)

You have a large garden or outdoor area that you look after (bigger than the size of a tennis court)

You have a drive area on your property

You have a patio on your property

You have a pond

You have a swimming pool (not a paddling pool)

You have a hot tub

None of these **SINGLECODE**

Don't know **SINGLECODE**

**Q20. Can you tell me if you own or rent your home, and how you rent?**

**SINGLECODE**

- Own home (mortgage)
- Own home (outright)
- Rent through a private landlord
- Rent through social housing
- Other types of ownership/renting

**Q21. Including yourself, how many people live in your household in the following age groups?**

**SINGLECODE – DO NOT ALLOW ‘NONE’ AT 18-64 AND 65+**

None

1

2

3

4

5

6 or more

Prefer not to say

**LOOP – DO NOT RANDOMISE**

**0-5 years old**

**6-17 years old**

**18-64 years old**

**65 years old and over**

**END LOOP**

**ASK ALL**

**Q22. Overall, how well would you say you are currently managing financially?**

**SINGLECODE**

- Living comfortably
- Doing alright
- Just about getting by
- Finding it quite difficult
- Finding it very difficult
- Prefer not to say

**Q23. Thinking generally about how you make decisions about what to buy, how to travel, how to live your day-to-day life; which of these descriptions comes closest to describing you?**

**SINGLECODE**

I don't tend to think about my impact on the environment in my day-to-day life.

It's an added bonus if what I'm doing is environmentally friendly, but it's not a big issue for me.

I think about my impact on the environment and try to do things to make a difference whenever I can (e.g., I make green choices but ideally this doesn't cost me more in money or effort)

I'm very concerned about my impact on the environment and make considerable effort to reduce it (e.g., I spend more time, effort and/or money in order to make green choices, write to my MP, member of an environmental group)

**Q24. Which gender do you identify with?**

**SINGLECODE**

Female

Male

Prefer to self-identify / Other

Prefer not to say

**Q25. Which of the following age groups do you fall into? Are you...**

**SINGLECODE**

Under 18 **THANK AND CLOSE**

18 to 24

25 to 29

30 to 34

35 to 44

45 to 49

50 to 64

65 to 74

75 or over

Prefer not to say

**Q26. We want to make sure we are being inclusive in our research and including people and households who reflect a wide range of circumstances. Please can you tell me if one or more of these circumstances apply to you? Please remember that all of your responses are reported anonymously and treated confidentially.**

**MULTICODE**

Health conditions that impact daily living e.g. the ability to work, the need for either daily care; or the need for targeted support to carry out tasks associated with normal living (shopping, cleaning, getting around)

A mental health condition that sometimes or always impacts daily living in terms of working or managing certain tasks/situations

A physical disability affecting daily living e.g. sight loss, hearing loss, limited mobility

A condition that specifically relies on using water e.g. kidney dialysis; skin conditions or health issues that require additional bathing or washing machine use

Sudden loss of household income: redundancy, contract termination, inability to work

Short term health issue: injury, surgery/post op recovery or serious illness that is temporarily impacting the ability to carry on with life in the normal way

Having a newborn baby in the home

Bereavement of partner, parent, close family member in the last year

Relationship breakdown: divorce, or separation from partner (where living together, sharing financial responsibilities.) in the last year

None of the above **SINGLECODE**

**CODE AS FOLLOWS**

**ONLY 1-4 = VULNERABLE, ONLY 5-9 = TEMP VULNERABLE, IF 1-4 AND 5-9 SELECTED THEN CODE AS VULNERABLE**

**Q27. Would you be happy for South Staffs to contact you directly to talk about any queries you have about your water supply, or services the company provides? (Not everyone will be contacted - only a small number of customers will be contacted).**

**SINGLECODE**

Yes

No

**Q28. Overall, how easy or difficult was it to understand the questions in this study?**

**SINGLECODE**

- I found most of these questions very easy to answer
- I found most of these questions quite easy to answer
- I found most of these questions quite hard to answer
- I found most of these questions very hard to answer

**ASK IF 'Quite hard' or 'Very hard' AT Q27**

**Q29. Did you find any particular parts of the questionnaire difficult to understand or answer?**

**OPEN**

**Q30. Finally, would you like to be entered into a prize draw where you could win one of two cash prizes worth £50?**

**SINGLECODE**

- Yes
- No

### Prize Draw Terms & Conditions

1. Entrants must be aged 18 or over.
2. Entry to the prize draw is made on successful completion of the survey. Respondents can choose to opt out of the prize draw on completion of the survey if they do not agree with the terms and conditions. In the event that a participant does not qualify to take part in the survey they too cannot enter the prize draw.
3. Surveys completed after the closing date of midnight on 25th May 2026 will not be entered into the prize draw.
4. Two winners will be drawn at random within one month of the closing date and notified by the contact details provided.
5. The prize will be awarded as follows: a £50 VEX shopping voucher which can be used in a wide range of high-street stores.
6. Qa will attempt to contact winners by phone three times and if on record, by email two times. If contact is not made, Qa reserves the right to draw a new winner at random.
7. Winners will receive their prize within 3 weeks of the draw being held.
8. Qa's decision is final and no correspondence will be entered into.
9. The prize is non-exchangeable, non-transferable and not redeemable for cash or any other prize.
10. The promoter reserves the right to alter, amend or foreclose the promotion without prior notice.
11. English law will govern the prize draw and entrants to the prize draw submit to exclusive jurisdiction of the English courts.
12. The organizer of the free prize draw is Qa Research Limited whose registered office is:  
Address: 5 Merus Court, Meridian Business Park, Leicester LE19 1RJ  
Company number: 05639871

13. This Prize Draw is open only to those participants who have received a survey invitation for this project from Qa Research. No third party entries, bulk entries or entries submitted by agents will be accepted. Qa Research reserves the right to verify the eligibility of entrants. Qa Research may require such information as it considers reasonably necessary for the purpose of verifying the eligibility of an entry and the prize may be withheld until and unless Qa Research is satisfied with the verification.

**Name:**

**Email address:**

**Contact number:**

THANK AND CLOSE



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