

<b>0430 ENW</b>  <u>Leaflet Test</u>	<b>Smart Street leaflet test</b> <b>CATI</b> <b>22-10-14</b>	<b>Michael Branch</b> <b>Susie Smyth</b> <b>Bryony Lee</b>
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**Introduction to the research and adherence to MRS code of conduct**

**INTERVIEWER READ OUT:**

Good morning/afternoon. My name is.... from Teamsearch MR.

Electricity North West sent a leaflet out to homes within the last week to inform customers about a project called Smart Street happening on their electricity supply network. Electricity North West would like to understand what you thought of that leaflet and the information given to you. This interview will take no more than **15 minutes** to complete, *depending on the answers you give us*.

Would you be the best person to speak to about that leaflet and what you thought of it?

If different person, try to seek agreement from them instead

Agree..... 1  
Disagree..... 2

Thank you for agreeing to participate in this important market research that is being carried out on behalf of Electricity North West.

This is a genuine market research study and no sales call will result from our contact with you. The interview will be carried out in strict accordance with the **Market Research Society's** Code of Conduct.

***Quota information***

**SEE QUOTA SHEET FOR SET QUOTAS.**

**READ OUT: First of all, I'd like to ask a few questions about you to make sure we speak to range of different people.**

**ASK ALL, SINGLECODE**

**QU1 DO NOT READ OUT**

Please Code respondent gender

Male ..... 1  
Female ..... 2

**ASK ALL, SINGLECODE**

**QU2** Could you tell me which of the following age groups you fall into?

- Under 18 ..... 1 **CLOSE**
- 18-25 ..... 2
- 26-35 ..... 3
- 36-45 ..... 4
- 46-55 ..... 5
- 56-59 ..... 6
- 60-64 ..... 7
- 65-74 ..... 8
- 75+ ..... 9

**ASK ALL**

**QU3** In which area do you live?

**READ OUT:**

- Wigan ..... 1
- Manchester ..... 2
- Wigton ..... 3
- DO NOT READ OUT** Other ..... 4 **CLOSE**

***Leaflet receipt and readership***

**ASK ALL, SINGLECODE**

**S1** A leaflet was delivered to every household in your area within the last week. The leaflet explained the Smart Street project, and was pale green in colour. Can you confirm if you received the Electricity North West leaflet?

**READ OUT:**

- Yes, you received it ..... 1
- No, you have not received it ..... 2 **SKIP TO S6**
- Can't remember ..... 3 **SKIP TO S6**

**ASK IF CODE 1 AT S1, OTHERWISE SKIP TO S6, SINGLECODE**

**S2** When you received the leaflet, did you ...?

**READ OUT:**

- Read it all ..... 1 **SKIP TO S5**
- Read some of it ..... 2 **SKIP TO S5**
- Skim it quickly ..... 3 **SKIP TO S5**
- Put it aside to read later ..... 4 **GO TO S3**
- Not read it at all ..... 5 **SKIP TO S4**

**ASK IF PUT IT ASIDE TO READ LATER, CODE 4 AT S2. SINGLE CODE**

**S3** Have you read the leaflet since putting it aside?

- Yes ..... 1 **SKIP TO S5**
- No ..... 2

**ASK IF DID NOT READ, CODE 5 AT S2, OR CODE 2 AT S3, OTHERWISE SKIP TO S5. MULTICODE**

**S4** Which of the following best describes why you didn't read it?

**READ OUT:**

- You thought it was junk mail ..... 1
- You did not think it was relevant to you or your household ..... 2
- You did not find the subject interesting ..... 3
- You did not know who Electricity North West are ..... 4
- It was not addressed to you specifically ..... 5
- You thought it was from an energy supplier trying to convince you to switch supplier ..... 6
- You thought it was some kind of sales leaflet ..... 7
- Another reason **(PLEASE SPECIFY)** ..... 8

**ASK IF RECEIVED THE LEAFLET, S1= CODE 1, SINGLECODE**

- S5** Do you still have the leaflet, or have you thrown it away?
- Yes, you still have it ..... 1
  - No, you threw it away ..... 2
  - Not sure ..... 3

**PLEASE AUTOCODE S1, S2, S3 INTO A NEW VARIABLE “LEAFLET\_RECEIPT” AS FOLLOWS:**

- 1 Received and read thoroughly upon receipt (S1 = 1 & S2 = 1)
- 2 Received and skimmed upon receipt (S1 = 1 & S2 = 2 OR 3)
- 3 Received it, did not read at first but read later (S1=1 & S2 = 4 & S3=1)
- 4 Received it, not read yet and unlikely to read it (S1=1 & S2 = 4 & S3=2)
- 5 Received it but did not read it (S1 = 1 & S2 = 5)
- 6 Did not remember receiving it (S1 = 2 OR 3)

**IF “LEAFLET\_RECEIPT” IS 1-3 THEN RECRUIT IN LINE WITH QUOTAS AND CONTINUE WITH Q1, IF 4-5 THEN THANK AND CLOSE.**

**INTERVIEWER: RESPONDENTS WHO DO NOT REMEMBER THE LEAFLET, CAN BE RE-SENT THE LEAFLET BY EMAIL IF THEY WOULD LIKE. IF SO THEN PLEASE ENTER THEIR EMAIL ADDRESS BELOW.**

**SHOW IF “LEAFLET\_RECEIPT” IS CODE 6**

**S6** Would you like me to re-send the leaflet to you for future reference? If so, please I can take your email address?

- Yes ..... 1 **COLLECT EMAIL AND THANK AND CLOSE**

*Email address*

- No ..... 2 **THANK AND CLOSE**

***First impressions***

**INTERVIEWER: ASK RESPONDENT IF THEY CAN HAVE THE LEAFLET OPEN IN FRONT OF THEM IF POSSIBLE FOR THE NEXT SECTION.**

**ASK ALL, PROMPTED VERBATIM**

**Q1** What were your **first** impressions regarding the front cover?

**INTERVIEWER: IF CUSTOMER DOESN'T MENTION COLOUR, IMAGERY AND/OR LAYOUT, PLEASE PROMPT THEM AND GET AS MUCH FEEDBACK FROM THEM AS POSSIBLE**

**ASK ALL, SINGLE CODE**

- Q2** When you first received it, did you read beyond the front cover?  
 Yes ..... 1 **SKIP TO Q3b**  
 No..... 2

**ASK IF Q3 ASK IF CODE 2 AT Q2, MULTICODE**

**Q3** You said you did not open the leaflet, what stopped you from opening it?

**READ OUT:**

- You thought it was junk mail ..... 1
- You did not think it was relevant to you or your household ..... 2
- You did not find the subject interesting ..... 3
- You did not know who Electricity North West are ..... 4
- It was not addressed to you specifically ..... 5
- You thought it was from an energy supplier trying to convince you to switch supplier..... 6
- You thought it was some kind of sales leaflet..... 7
- Another reason **(PLEASE SPECIFY)** ..... 8

**ASK IF Q3 ASK IF CODE 1 AT Q2, MULTICODE**

**Q3b** What made you want to read the whole leaflet?

**READ OUT:**

- You thought it looked important ..... 1
- You thought it was relevant to you or your household..... 2
- You found the subject interesting ..... 3
- You recognised the name or logo of Electricity North West ..... 4
- You read everything that comes through the door ..... 5
- You thought it might involve some kind of disruption to you or your household 6
- You thought it was explaining about changes to your electricity supply ..... 7
- You thought it might be about saving money ..... 8
- Another reason **(PLEASE SPECIFY)** ..... 9

**ASK ALL, SINGLE CODE**

**Q4** Before opening the leaflet, which company did you think sent it?

**DO NOT READ OUT**

- Electricity North West..... 1
- Norweb ..... 2
- United Utilities ..... 3
- British Gas ..... 4
- EDF ..... 5
- EON ..... 6
- npower ..... 7
- Scottish Power ..... 8
- Scottish & Southern Electric (SSE)..... 9
- Other **[PLEASE SPECIFY]** ..... 10

**ASK ALL, SINGLECODE**

**Q5** Did you recognise the organisation's logo on the front cover of the leaflet?

Yes..... 1  
No..... 2

**ASK ALL, SINGLECODE**

**Q6** And have you ever contacted Electricity North West? This could be with regards to a power cut or a general enquiry.

Yes..... 1  
No..... 2

**ASK ALL, SINGLECODE, UNPROMPTED**

**Q7** Before you read the whole leaflet, who did you think Electricity North West were based on the front cover only?

**DO NOT READ OUT:**

Your electricity supplier (the company you pay your bills to) ..... 1  
Your electricity distributor (the company that owns and operate the wires and other assets that distribute electricity to your home). ..... 2  
Someone else [**PLEASE SPECIFY**] ..... 3  
Don't know ..... 99

**ASK ALL, MULTICODE**

**Q8** And based on what you read of the leaflet, what do you think the leaflet was telling you about?

**DO NOT READ OUT:**

Smart Street project ..... 1  
Meeting future electricity demand ..... 2  
Reducing the duration of powercuts ..... 3  
Saving money for Electricity North West ..... 4  
Saving money for customers ..... 5  
Investing in the electricity network ..... 6  
Something else **PLEASE SPECIFY** ..... 7

**ASK ALL, SINGLECODE**

**Q8b** How interesting did you personally find the information in this leaflet? Please give me your response on a scale where 1 is 'not at all interesting' and 10 is 'very interesting'.

Not at all interesting									Very interesting
1	2	3	4	5	6	7	8	9	10

**Detailed feedback**

**ASK ALL, SINGLECODE**

**Q9** Please read the front cover of the leaflet. How important do you think this information is? Please give me your response on a scale where 1 is 'not at all important' and 10 is 'very important'.

Not at all important									Very important
1	2	3	4	5	6	7	8	9	10

**ASK ALL, SINGLECODE**

**Q10** And how **useful** do you feel the information on this page is to you? Please give me your response on a scale where 1 is 'not at all useful' and 10 is 'very useful'.

Not at all useful									Very useful
1	2	3	4	5	6	7	8	9	10

**ASK ALL**

**Q11** Why did you give that score?

**ASK ALL, MULTICODE**

**Q12** Thinking about the rest of the leaflet, can you tell me did you read:

**READ OUT:**

- The inside of the leaflet (pages 2-4) ..... 1
- The contact information on page 4 ..... 2
- The frequently asked questions on page 5 ..... 3
- None of the inside ..... 4 **EXCLUSIVE**

**ASK IF CODE 1 2 OR 3 AT Q12, OTHERWISE SKIP TO Q20**

**Q13** What were your **first** impressions of the inside of the leaflet?

**ASK IF CODE 1 AT Q12, OTHERWISE SKIP TO Q16**

**Q14** Still thinking about the **inside of the leaflet**. How important do you think this information is? Please give me your response on a scale where 1 is 'not at all important' and 10 is 'very important'.

Not at all important									Very important
1	2	3	4	5	6	7	8	9	10

**ASK IF CODE 1 AT Q12**

**Q15** And how **useful** do you feel the information on these pages is to you? Please give me your response on a scale where 1 is 'not at all useful' and 10 is 'very useful'.

Not at all useful									Very useful
1	2	3	4	5	6	7	8	9	10

**ASK IF CODE 2 AT Q12, OTHERWISE SKIP TO Q19**

**Q16** Thinking now about the **contact information** in the leaflet. How important do you think this information is? Please give me your response on a scale where 1 is 'not at all important' and 10 is 'very important'.

Not at all important									Very important
1	2	3	4	5	6	7	8	9	10

**ASK IF CODE 2 AT Q12**

**Q17** And how **useful** do you feel the contact information is to you? Please give me your response on a scale where 1 is 'not at all useful' and 10 is 'very useful'.

Not at all useful									Very useful
1	2	3	4	5	6	7	8	9	10

**ASK IF CODE 2 AT Q12**

**Q18** Do you feel there is:

**READ OUT:**

- Enough information about contacting ENW ..... 1
- Too much information about contacting ENW ..... 2
- Not enough information about contacting ENW ..... 3

**ASK IF CODE 3 AT Q12, OTHERWISE SKIP TO Q21**

**Q19** And thinking about the **frequently asked questions**. How important do you think this information is? Please give me your response on a scale where 1 is 'not at all important' and 10 is 'very important'.

Not at all important									Very important
1	2	3	4	5	6	7	8	9	10

**ASK IF CODE 3 AT Q12**

**Q20** And how **useful** do you feel the information here is to you? Please give me your response on a scale where 1 is 'not at all useful' and 10 is 'very useful'.

Not at all useful									Very useful
1	2	3	4	5	6	7	8	9	10

**INTERVIEWER NOTES: PLEASE BE AWARE THAT THE FOLLOWING QUESTIONS CONCERN THE WHOLE LEAFLET**

**ASK ALL, GRID, SINGLE CODE**

**Q21** Based on what you read of the leaflet, please answer true or false to the following statements about Smart Street.

**INTERVIEWER READ OUT ALL STATEMENTS**

**SCALE:**

- A. True
- B. False
- C. Don't know **(DO NOT READ OUT)**

**ROTATE STATEMENTS:**

1. You can opt out of the Smart Street project
2. Anyone can apply for the Priority Service Register
3. Smart Street does not involve you having something installed in your home
4. Smart Street will reduce the duration of power cuts in future
5. Smart Street might help to meet the future demand for electricity
6. You need to sign up to be part of the Smart Street project
7. Smart Street is being trialed in your area
8. Smart Street will make my electricity supply less reliable
9. The power supply to your home will improve



**ASK ALL**

**Q21a.** Do you feel the leaflet contains good news or bad news?

- Good news ..... 1
- Bad news ..... 2
- A mixture of good news and bad news ..... 3

**OPEN QUESTION**

**ASK ALL**

**Q21b.** You said you felt the leaflet contained good/bad/a mixture of good and bad **[SHOW AS PER RESPONSE AT 21B]** news, why did you say that?

**ASK ALL**

**Q22** Is there anything you want to know about Smart Street or Electricity North West that is not included in this leaflet? If so, what would you like to know?

- Yes ..... 1 **WRITE VERBATIM**
- No ..... 2 **GO TO Q24**

**Q23**

**ASK ALL, MULTICODE**

**Q24** Having received the leaflet, did you do any of the following?

**READ OUT:**

- Noted down the phone number for future reference ..... 1
- Kept the leaflet in case it is needed in future ..... 2
- Went to the website to find out more information ..... 3
- Started to follow Electricity North West on social media ..... 4
- Called Electricity North West for more information ..... 5
- Showed the leaflet to a friend, family member or neighbour ..... 6
- Other **[PLEASE SPECIFY]** ..... 7
- Took no action ..... 8 **EXCLUSIVE**

**ASK ALL, SINGLECODE PER ROW**

**Q25** Thinking about the whole leaflet. **Overall**, how **effective** do you feel the leaflet is at achieving the following things, using a scale where 1 is not at all effective and 10 is very effective.

	Not at all effective									Very effective
a) Communicating who ENW are	1	2	3	4	5	6	7	8	9	10
b) Explaining Smart Street	1	2	3	4	5	6	7	8	9	10
c) Explaining how to get in contact with ENW	1	2	3	4	5	6	7	8	9	10

**ASK ALL**

**Q26** What else would you like to tell us about the leaflet that you have not already had a chance to?

## *Demographics*

**ASK ALL, MULTICODE**

**D1** Some groups of people have more dependency or need for electricity at all times than others. Which, if any, of the following applies to you or someone else in your household?

You/someone else...

- Have a disability ..... 1
- Have medical equipment (e.g. dialysis) ..... 2
- Have a serious/chronic illness ..... 3
- Have mobility problems..... 4
- Have visual or hearing impairment ..... 5
- None of the above..... 6 **EXCLUSIVE**
- Prefer not to say..... 7 **EXCLUSIVE**

**ASK ALL, SINGLE CODE**

**D2** Electricity North West offers a **priority service** which promotes additional specialised support for their more vulnerable customers who may be disabled, elderly or have a chronic illness. How important to do you feel it is for Electricity North West to include this information on the leaflet?

Not at all important										Very important
1	2	3	4	5	6	7	8	9	10	

**ASK ALL, SINGLE CODE**

**D3** And finally, which ONE of the following categories best describes the employment status of the **Chief Income Earner** in your household?

**Add if needed:** By this I mean the employment status of the highest wage earner in the household?

**Add if needed:** If retired, which ONE of the following categories best describes the employment status of the Chief Income Earner **before** they retired?

<b>Semi or unskilled manual worker</b> .....	1	SEG D
<i>(e.g. Caretaker, Park keeper, non-HGV driver, shop assistant etc)</i>		
<b>Skilled manual worker</b> .....	2	SEG C2
<i>(e.g. Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, pub/bar worker etc)</i>		
<b>Supervisory/clerical/ junior managerial/ professional/ administrative</b> .....	3	SEG C1
<i>(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)</i>		
<b>Intermediate managerial/ professional/ administrative</b> .....	4	SEG B
<i>(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director of small organisation, middle manager in large organisation, principle officer in civil service/local government etc)</i>		
<b>Higher managerial/ professional/ administrative</b> .....	5	SEG A
<i>(e.g. Doctor, Solicitor, Board Director in a large organisation 200+ employees, top level civil servant/public service employee etc)</i>		
Student.....	6	SEG C1
Casual worker – not in permanent employment .....	7	SEG E
Housewife/ Homemaker .....	8	SEG E
Retired and living on state pension .....	9	
Retired and not living on state pension .....	10	
Unemployed or not working due to long-term sickness .....	11	SEG E
Full-time carer of other household member.....	12	SEG E
Prefer not to say .....	13	

**Thank you for your help in this research**

Please rest assured that the answers that you give will not be attributed to you personally, but will be presented in grouped form only for analysis purposes, unless you give your express permission for us to attribute your responses to you.

If, however, you would be happy to have your comments attributed to you and passed on to ENW for their attention, they would welcome the opportunity to be able to trace your responses to your specific contact, enquiry or service experience.

**ASK ALL, SINGLECODE**

**D4** Would you be happy to have your responses attributed to you and to have your contact details passed on to ENW?

- Yes..... 1
- No..... 2

**ASK ALL, SINGLECODE**

**D5** Would you be happy for us to get in touch with you again in the future to discuss the service you receive from ENW?

- Yes..... 1
- No..... 2