

WaterTalk Questionnaire: COVID-19 Impact

Invite text

Subject line Your thoughts on the current situation

Dear [INSERT NAME]

Firstly, the team at WaterTalk hope that you and your loved ones are well during these unprecedented times.

We appreciate that a lot is happening in the world at the moment and United Utilities want to understand how we can help our customers during this time. We'd appreciate it if you can take part in our 10-minute survey help us understand any concerns you may have and what's important to you right now.

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

Survey details

Prize draw: Chance to win one of four £xx vouchers in the prize draw

Closing date: 9.30am on Wednesday 15th April

Survey length: 10 minutes

Please let us know if you have any questions by emailing.

Many thanks for your time and input,

The WaterTalk team

SURVEY INTRO:

Many thanks for taking part in our short survey. As mentioned, United Utilities would like to understand how we can help our customers during these unprecedented times. We'd like to hear about your thoughts on the current situation and how this may have impacted your daily life.

Please click on the 'NEXT' button below to get started.

ASK ALL. SINGLE CODE PER DOWNBREAK. FLY-IN STATEMENTS

Q1. We will show you a series of statements and will ask you the extent to which you are concerned about the impact Coronavirus (or COVID-19) and the national effort to contain the virus

will have on each. We will ask you to indicate this by clicking on the 'concerned' or 'not concerned' buttons for each statement.

TOP BREAKS – RANDOMISE

1. The economy **KEEP WITH CODES 2, 3, 4, 5**
2. My personal/ family day to day finances **KEEP WITH CODES 1, 3, 4, 5**
3. My personal/ family investments and savings for the future **KEEP WITH CODES 1, 2, 4, 5**
4. Ability to earn a wage **KEEP WITH CODES 1, 2, 3, 5**
5. Ability to purchase the products I/my family need **KEEP WITH CODES 1, 2, 3, 4**
6. Having enough food to eat
7. Maintaining public order in society **KEEP WITH CODE 8**
8. The ability of government to function effectively **KEEP WITH CODE 7**
9. My mental health (e.g. stress, anxiety) **KEEP WITH CODES 10, 11, 12**
10. My family's mental health (e.g. stress, anxiety) **KEEP WITH CODES 9, 11, 12**
11. My physical health **KEEP WITH CODES 9, 10, 12**
12. My family's physical health **KEEP WITH CODES 9, 10, 11**
13. Having safe drinking water
14. Children's education

DOWNBREAKS

1. Concerned
2. Not concerned

ASK ALL. MULTI CODE. RANDOMISE

Q2. Related to the coronavirus outbreak, which, if any, of the following apply to you personally or someone in your household?

Please select all that apply.

1. I / a member of my household is a keyworker (e.g. NHS, emergency services, utilities employee, etc.)
2. Recently lost my / their job, due to the coronavirus outbreak
3. Have been furloughed by employer and will be receiving a reduced income as a result
4. Applied for Universal Credit
5. Taken out a personal loan
6. Currently taking unpaid sick leave
7. Taking unpaid leave to look after kids or other family members
8. Self-employed and income has reduced significantly/ completely
9. In high risk category so currently self-isolating
10. Usually use cash to manage money, and struggling to do so now
11. Something else (please specify)
12. None of the above (**FIXED. EXCLUSIVE**)

ASK ALL. GRID. SINGLE CODE PER ROW. RANDOMISE ROWS

Q3. In light of the recent changes regarding coronavirus, would you say the following aspects have become any more or less important to you?

ROWS

1. Saving water / being water efficient
2. Protecting the environment
3. Keeping on top of maintenance for my home
4. Keeping up with personal hygiene
5. Supporting the community and those that are vulnerable
6. Staying in touch with friends and family
7. Keeping on top of my finances
8. Making sure I eat a healthy, balanced diet
9. Making sure I get enough exercise

COLUMNS

1. Far less important
2. Slightly less important
3. No change
4. Slightly more important
5. Far more important

ASK ALL. GRID. SINGLE CODE PER ROW. RANDOMISE

Q4. Which, if any, bills or costs are you worried about paying?

ROWS – RANDOMISE

1. Mortgage
2. Rent
3. Phone / broadband bill
4. Water bill
5. Electricity / gas bill
6. Council tax
7. Personal loan repayments
8. TV licence
9. Holidays
10. Streaming subscription (e.g. Spotify, Netflix, Amazon Prime, etc.)
11. Car tax / insurance

COLUMNS

1. Not worried at all
2. Not very worried
3. Somewhat worried
4. Very worried
5. Extremely worried
6. Not applicable

ASK ALL. SINGLE CODE PER DOWNBREAK. FLY-IN STATEMENTS

Q5. How difficult would you say it is for your household to meet the monthly payments on your bills?

TOP BREAKS – DO NOT RANDOMISE

1. Before the coronavirus outbreak
2. Now
3. In the coming months

DOWNBREAKS

1. Extremely difficult
2. Very difficult
3. Somewhat difficult
4. Slightly difficult
5. Not difficult at all

ASK ALL. SINGLE CODE PER DOWNBREAK. FLY-IN STATEMENTS

Q6. And, specifically, how difficult would you say it is for your household to pay your water bill?

TOP BREAKS – DO NOT RANDOMISE

1. Before the coronavirus outbreak
2. Now
3. In the coming months

DOWNBREAKS

1. Extremely difficult
2. Very difficult
3. Somewhat difficult
4. Slightly difficult
5. Not difficult at all

ASK ALL. SINGLE CODE

Q7. United Utilities has some schemes available for customers who are struggling to pay their water bills. Are you aware of any of these?

1. Yes
2. No

ASK IF AWARE OF SCHEMES (Q7 = 1). FORCED OPEN TEXT BOX

Q8. What schemes are you aware of for customers struggling to pay their water bills?

Please list all that you can think of.

SHOW TEXT ON SEPARATE SCREEN BY ITSELF

In the next few questions, we'd like to understand a little more about how your day to day activities may have changed.

ASK ALL. MULTI CODE. RANDOMISE

Q9. Which of the following are you spending more time doing or doing more often (than before the coronavirus outbreak)?

Please select all that apply.

1. Watching TV / playing video games
2. Working **KEEP WITH CODE 3**
3. Working from home **KEEP WITH CODE 2**
4. Going for walks
5. Exercising
6. Washing my hands
7. Showering **KEEP WITH CODE 8**
8. Taking baths **KEEP WITH CODE 7**
9. Using the toilet
10. Watering my plants **KEEP WITH CODE 11**
11. Gardening **KEEP WITH CODE 10**
12. Washing the car
13. Mopping the floor
14. Wiping down surfaces
15. General cleaning / tidying
16. Doing laundry
17. Cooking or baking
18. Ordering takeaways
19. Drinking water
20. Making cups of tea / coffee
21. Shopping for food online **KEEP WITH CODE 22**
22. Shopping for food in-store **KEEP WITH CODE 21**
23. Socialising with friends using technology – social media, chat facilities
24. Something else (please tell us) (**FIXED**)
25. I'm not spending more time on any of these (**FIXED. EXCLUSIVE**)

ASK ALL WATERING PLANTS MORE NOW (Q9=10). MULTI CODE

Q10. You said you have been spending more time watering your plants or doing so more often than before – have you been using...

1. A hose
2. A watering can
3. A sprinkler
4. Other (please specify)

ASK ALL WASHING CAR MORE NOW (Q9=12). MULTI CODE

Q11. You said you have been spending more time washing the car or doing so more often than before – have you been using...

1. A hose
2. A jet wash
3. Buckets of water
4. Other (please specify)

ASK ALL. MULTI CODE. RANDOMISE

Q12. Which of the following items do you/have you or anyone in your household ever flushed down your toilet or put down the sink/drains?

We're just looking for honest answers here and will not be making any judgments. Some of these options may seem a little personal but please be assured that all of your responses will be kept fully anonymous and won't be attributed to you or your details.

Please select all that apply.

1. Baby wipes
2. Toilet wipes
3. Cleaning / disinfectant wipes
4. Nappies
5. Sanitary towels / panty liners
6. Tampons
7. Food waste
8. Pet mess
9. Cigarettes
10. Dead pets
11. Pet hair / human hair
12. Cotton pads, cotton buds
13. Make-up wipes
14. The contents of your vacuum cleaner
15. Condoms
16. Dental floss
17. Kitchen towel
18. Cooking fats / oils
19. Tissues
20. Other items (except pee, poo or toilet paper) (SPECIFY) (**FIXED**)
21. None of these (**FIXED. EXCLUSIVE**)
22. Don't know (**FIXED. EXCLUSIVE**)

ASK ALL. GRID. SINGLE CODE PER ROW.

Q13. When disposing of the item(s) you mentioned, how frequently do you put them down the toilet or the sink/drains?

Please be assured that all of your responses will be kept fully anonymous and won't be attributed to you or your details.

ROWS – ONLY SHOW CODES SELECTED AT Q12

1. Baby wipes
2. Toilet wipes
3. Cleaning / disinfectant wipes
4. Nappies
5. Sanitary towels / panty liners
6. Tampons
7. Food waste
8. Pet mess
9. Cigarettes
10. Dead pets
11. Pet hair / human hair
12. Cotton pads, cotton buds
13. Make-up wipes
14. The contents of your vacuum cleaner
15. Condoms
16. Dental floss
17. Kitchen towel
18. Cooking fats / oils
19. Tissues

COLUMNS

1. Every day
2. Once a week
3. Once a month
4. A few times a year
5. Less than once a year
6. Only done it once / no longer do it
7. Don't know

ASK ALL. GRID. SINGLE CODE PER ROW.

Q14. Would you say this is more often, less often or the same frequency as before the coronavirus outbreak?

Please be assured that all of your responses will be kept fully anonymous and won't be attributed to you or your details.

ROWS – ONLY SHOW CODES SELECTED AT Q12

1. Baby wipes
2. Toilet wipes
3. Cleaning / disinfectant wipes
4. Nappies
5. Sanitary towels / panty liners
6. Tampons
7. Food waste
8. Pet mess
9. Cigarettes
10. Dead pets
11. Pet hair / human hair
12. Cotton pads, cotton buds
13. Make-up wipes
14. The contents of your vacuum cleaner
15. Condoms
16. Dental floss
17. Kitchen towel
18. Cooking fats / oils
19. Tissues

COLUMNS

1. Less often than before
2. The same frequency as before
3. More often than before
4. Not sure

SHOW TEXT ON SEPARATE SCREEN BY ITSELF

In the next few questions, we'd like to understand a little more about your views on how brands and retailers are doing during this time.

ASK ALL. FLY-IN STATEMENTS. SINGLE CODE PER DOWNBREAK

Q15. We are curious to know what you expect from your favourite brands and retailers, while social distancing is in place across the country. Let us know the type of information that you think is appropriate from brands?

TOP BREAKS – RANDOMISE

1. I believe brands have an enormous platform to do good, while still earning profit
2. Brands should continue to communicate with me like normal
3. I am interested in products that can help keep me and/or my family occupied while at home
4. I believe that brands should not interfere with public health matters
5. I do not want to hear about non-essential products from brands until the pandemic is over
6. I want to hear about sales, discounts, and reduced shipping on items I frequently purchase
7. I want brands to speak directly about the pandemic

DOWNBREAKS

1. Strongly disagree
2. Slightly disagree
3. Neither agree nor disagree
4. Slightly agree
5. Strongly agree

Q16 AND Q17 TO BE SHOWN ON SAME PAGE.

ASK ALL.

Q16. Which brands would you say are doing a good job in their response to the coronavirus outbreak, and why?

OPEN TEXT BOX WITH 'DON'T KNOW / CAN'T SAY' TICK-BOX

Q17. And which brands would you say aren't doing a good job in their response to the coronavirus outbreak, and why?

OPEN TEXT BOX WITH 'DON'T KNOW / CAN'T SAY' TICK-BOX

ASK ALL. SINGLE CODE

Q18. How well do you think United Utilities are doing in their response so far to the coronavirus?

1. Very badly
2. Quite badly
3. Neither well nor badly
4. Quite well
5. Very well
6. Don't know

ASK IF Q18 = 1-5. FORCED OPEN TEXT BOX

Q19. Why do you think that United Utilities are doing [INSERT ANSWER FROM Q15]?

ASK ALL. GRID. SINGLE CODE PER ROW.

Q20. Which of the following types of communications would you be open to receiving from United Utilities during this time?

Please be assured that this is just to gauge your interest, you aren't opting in to receiving anything from United Utilities.

ROWS – RANDOMISE

1. Information on what they are doing to help this crisis
2. Information on schemes for customers struggling to pay their water bill
3. Light relief during the crisis e.g. something fun that will distract me
4. Resources to help me with teaching or entertaining my children
5. Information (reassurance) about safety of water in relation to COVID-19
6. Tips on how I can save water in my home
7. Tips on what items not to put down the toilet or sink / drain
8. Tips on home maintenance
9. Information on how I can ensure good water quality in my home
10. Information on what United Utilities are doing to support their staff / employees during the crisis

COLUMNS

1. I would be interested in receiving communications about this
2. I would not want to receive communications about this
3. Not sure

ASK ALL. FORCED OPEN TEXT BOX

Q21. Is there anything else you'd like to see United Utilities doing more of during this time?

SHOW TEXT ON SEPARATE SCREEN BY ITSELF

Finally, just a few more questions to help us put your answers into context.

ASK ALL. SINGLE CODE

Q22. Please could you confirm which household situation best applies to you?

1. Living on my own (children have left home)
2. Living on my own (no children)
3. Living on my own with children under 18
4. Living with partner/spouse (children have left home)
5. Living with partner/spouse (no children)
6. Living with partner/spouse with children under 18
7. Living with other adult family members that are aged 18 or older (e.g. adult children, parents and/or elderly relatives)
8. Living with other adults that are non-family members e.g. friends/flatmates
9. Prefer not to say

ASK IF HAVE CHILDREN UNDER 18 LIVING AT HOME [Q22=3 OR 6]

Q23. You said you have children under 18 living at home. In what year were each of your children who are under 18 born?

DROP DOWN LIST YEAR FOR EACH CHILD

1. 1st Child **FORCED**
2. 2nd Child
3. 3rd Child
4. 4th Child
5. 5th Child

ASK ALL. SINGLE CODE

Q24. Do you currently have a water meter installed at your home?

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

ASK ALL. SINGLE CODE

Q25. Which of the following applies to you?

1. Employed full-time
2. Employed part-time
3. Self-employed
4. Housewife / Husband
5. Student
6. Casual worker - not in permanent employment
7. Retired and living on state/company pension
8. Unemployed or not working due to long-term sickness
9. Full-time carer of other household member
10. Other, please specify
11. Prefer not to say

END TEXT: Thanks for your time today, that's all the questions we have. We really appreciate your feedback and helping us to understand more about your current situation.

MEMBER SATISFACTION QUESTIONS

TO BE ADDED TO ALL QUESTIONNAIRES (EXCLUDING SCREENERS AND QA24s)

ASK ALL, SLIDER SC

PH1. Thanks very much for taking part.

Your views are important to us and we would like to know your thoughts on the survey you just completed.

Overall, how would you rate this survey?

1 2 3 4 5
Very poor Excellent

ASK ALL, SC PER STATEMENT

PH2. Please tell us how much you agree or disagree with each statement below, regarding the survey you just completed.

TOPBREAKS

1. It was interesting
2. It was easy to answer
3. It was repetitive
4. It was relevant to me
5. It was too long

Group Talk outline

With lots of people staying at home during the COVID-19 lockdown, we expect that some households might start to use more water than normal.

At United Utilities, we like to encourage customers to be water efficient and sometimes we will send messages out around:

- How to be more water efficient / save water
- What things to avoid flushing down the toilet or drain/ sink to avoid blocking your pipes
- Tips to ensure you're getting the best quality of water

However, we know it's a tough time for people right now and there's lots going on, so we need your help to understand what types of messages and tips customers might want during this period, and what they definitely don't want to receive!

So, imagine you worked for United Utilities, what messages would you communicate to customers during this time?

You can be as creative as you like, and you may wish to think about messages you have heard from other brands recently.

- What messages would you give to customers?
- How would you communicate it to them? Through what channels?
 - How would you capture people's attention? Or encourage people to think about these messages.
- What kind of language and 'tone of voice' would you use?
- Are there any kinds of messages or ways of communicating that you would want to avoid?

Note to moderator: If the idea of something fun or light-hearted comes up spontaneously, probe on:

- What would that ideally look like if you were designing it?
- Would you like a game?
- Would you like a competition?
- Would you like the community to be involved? Or it to be for the whole family?

Note to moderator: example messages to probe on depending on spontaneous comments made:

- Spring clean taps to optimise water quality
- Switch off taps in between washing hands/ brushing your teeth
- What not to flush down the toilet
- What not to pour down the sink/ drain
- Use a watering can when gardening