



Questionnaire: United Utilities Water Quality Research



Client name:	United Utilities
Project name:	Water Quality Research
Job number:	7306
Methodology:	ONLINE
Version	DRAFT v1

Notes on this document

- Instructions in **CAPS** are for computer programming
- Instructions in *italics* are for participants
- **Bold** or underlined words are for emphasis within a question
- Different question types have different numbers:
 - Screener questions are labelled S01, S02, S03 etc.
 - Main survey questions are labelled Q01, Q02, Q03 etc.
 - Further demographic / classification questions are labelled C01, C02, C03 etc.
 - Number codes are included on each question for data processing purposes



Questionnaire quality checklist

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

	Are quotas or sampling requirements clearly specified?	
Labelling	Is the script labelled with the client name, job, project code and version?	
	Do all questions have a unique number?	
	Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions?	
	Have all information pages been entered correctly as 'INFO1', 'INFO2'...	
	Have all notes to data (which aren't questions) been entered onto one line starting with 'DP NOTE: '?	
	Is each question to one of the specified question types? (See 'labelling_questionnaire.xls' in your project file if you aren't sure).	
	Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)?	
Routing, ordering	Does each question have a base description which begins 'Base: '?	
	Are routing instructions easy to understand, do they reference the correct questions earlier in the survey?	
	Are exclusive and fixed codes identified where necessary?	
	Are answer lists ordered or randomized appropriately?	
Language	Is the phrasing of each question complete, simple and easily read on screen and aloud?	
	Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)?	
	Do the answer codes of closed questions relate directly to the question?	
NR	Have options for 'other, don't know etc.' been deployed appropriately?	
	Do all sensitive or personal questions include 'Prefer not to say'?	
Code labels	Are answer options coded correctly (Unique, sequential order 1~79)	
	Are all DK/PNTS options coded correctly? (80~99) <ul style="list-style-type: none"> • Other (80 - 82) • Don't know (85) • Prefer not to say / refused (86) • None of the above / not applicable (87) • Can't remember (88) • Not stated / not answered (89) 	
Quality	Does this survey require any of the following? Include if appropriate <ul style="list-style-type: none"> • Contact collection for further research • Contact collection for interviewer validation • Attention or data quality check questions 	
Have you proof-read the questionnaire for spelling and grammatical errors?		

Please confirm that you have checked this script against these criteria:

Initials		Date	
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Landing page - Introduction

Thank you for taking part in this survey. DJS Research has been commissioned to carry out this research on behalf of United Utilities, the company that supplies water and wastewater services to your home.

We would like to get your views on what you think of the quality of the water that is supplied to your home. The survey will take approximately 10 minutes. At the end of the survey you will have the opportunity to enter into a prize draw for a **brand-new iPad!**

The survey is being conducted under the Market Research Society rules guaranteeing anonymity and there would be strictly no sales or other contact resulting from doing this survey. To view our privacy notice please click [here](#).

Please click 'next' to start the survey.



SCREENING

S01.

Base: All respondents

The first few questions are about you. This information is to ensure we speak to a range of people and will help us to analyse the responses to this survey.

What gender do most identify with?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Male	QUOTA	
2	Female	QUOTA	
3	Other		
86	Prefer not to say		

S02.

Base: All respondents

Which of the following age brackets do you fall into?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	18-24		
2	25-34		
3	35-44		
4	45-54		
5	55-64		
6	65+		
86	Prefer not to say		



S03.

Base: All respondents

Are you responsible for paying your household water bill either jointly or solely?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

S04.

Base: All respondents

Is your property on a water meter?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

S05.

Base: All respondents

In which of part of the United Utilities region do you live?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Cumbria	QUOTA	
2	Merseyside	QUOTA	
3	Greater Manchester	QUOTA	
4	Lancashire	QUOTA	
5	Cheshire	QUOTA	
6	North Derbyshire	QUOTA	
7	None of these		SCREEN OUT
85	I'm not sure		SCREEN OUT

S06.

Base: All respondents

What is the occupation of the main income earner in the household? If they are retired please provide their previous occupation.



SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)	Code as A	
2	Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.)	Code as B	
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)	Code as C1	
4	Skilled manual worker (e.g. skilled bricklayer, builder, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)	Code as C2	
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	
6	None - student	Code as 'C1'	
7	None - unemployed	Code as E	
86	Prefer not to say	Code as 'Not Classified' FIXED	

DATA: HIDDEN VARIABLE QUOTAS APPLIED FOR 'CACI SEGMENT' AND 'IMD' FROM SAMPLE

OPINIONS OF UU AND CURRENT TAP WATER

Q01.

Base: All respondents

The first set of questions are about United Utilities and the water currently supplied to your home.



In case you weren't aware, United Utilities is responsible for water and wastewater services in the North West of England. It delivers 200 million litres of water a day to more than 3 million homes and businesses across our region.

Overall, how satisfied are you with the service you receive from United Utilities?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Very dissatisfied		
2	Quite dissatisfied		
3	Neither satisfied nor dissatisfied		
4	Quite dissatisfied		
5	Very satisfied		
85	I'm not sure		

Q02.

Base: All respondents

In a typical day, how many glasses/mugs would you say you drink using the tap water supplied to your home?

This could be tea, coffee, squash or just a glass of water itself. If you're not sure, try to give your best guess.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	None		
2	1-3		
3	4-6		
4	7-9		
5	10 or more		
85	I'm not sure		

Q03.

Base: All respondents who drink tap water (Q02 / 2-5)

Do you filter your tap water before you drink it?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		



Q04.

Base: All respondents

When thinking of the tap water supplied to your home, what words or phrases would you use to describe it?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

Q05.

Base: All respondents

People often describe water as being 'hard' or 'soft'. What do you consider to be the differences between 'hard' and 'soft' water?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

Q06.

Base: All respondents

The main difference between hard and soft water is the **mineral content**.

Signs of **hard water** include:

- Feeling a film on your hands after washing them. This is caused by the soap reacting with calcium to form soap scum. You may need to rinse your hands longer if the water is hard.
- Spots. These can appear on glasses and silverware coming out of the dishwasher. These are usually deposits of calcium carbonate.

Signs of **soft water** include:

- A healthy lather when washing clothes, dishes, and even your hands and body.
- Clothes that are cleaner, with no mineral stains and less wear-and-tear damage.

Based on this, what would you say your supply is?



SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Hard		
2	Soft		
85	I'm not sure		

Q07.

Base: All respondents

How satisfied would you say you are with the following aspects of your water?

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very dissatisfied		
2	Quite dissatisfied		
3	Neither satisfied nor dissatisfied		
4	Quite satisfied		
5	Very satisfied		
85	I'm not sure		

Statement number	Statement	Scripting notes	Routing
1	Taste		
2	Smell/Odour		
3	Appearance/Colour		
4	Lather (i.e. when washing hands or washing up dishes)		
5	Overall quality		

Q08.

Base: All respondents dissatisfied with statements at Q07

You said you were dissatisfied with:

- [INSERT ALL STATEMENTS CODED 1-2 AT Q07]

Please can you explain why you are dissatisfied with these aspects?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	I'm not sure		



Q09.

Base: All respondents

Have you ever had to contact United Utilities about the quality of your tap water?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

Q010.

Base: All respondents

Which of the following changes to your water supply would prompt you to contact United Utilities?

MULTI RESPONSE, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Change in taste		
2	Change in smell		
3	Change in appearance		
80	Something else? (please specify)	OPEN, FIXED	
87	None of the above	FIXED, EXCLUSIVE	

Q011.

Base: All respondents

To what extent do you agree or disagree with the following statements:

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Strongly disagree	-	
2	Disagree	-	
3	Neither agree nor disagree	-	
4	Agree	-	
5	Strongly agree		
85	I'm not sure	-	



Statement number	Statement	Scripting notes	Routing
1	I care about whether my home is supplied with hard or soft water		
2	I would call my water company if my water was cloudy		
3	It's important I know where my water is sourced from		

Q012.

Base: All respondents

Do you know where the water supplied to your home is sourced from?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	A groundwater source, sometimes also known as a borehole		
2	A surface water source, typically a reservoir, river or lake		
85	I'm not sure		

REACTIONS TO CHANGE OF SUPPLY

Q013.

Base: All respondents

In some cases, in order to ensure there is sufficient supply to meet demand in our region, there may be a need to change the water source that people in an area receive their water from. The duration of that change may vary depending on factors such as how much water is required to meet demand in other areas.

It would not be permanent.

On a scale of 1 to 10, how concerned would you be if United Utilities changed the source of the water in your area for the following durations?

SINGLE GRID

Code	Answer list	Scripting notes	Routing
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1	INSERT 1-10 SCALE		
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Code	Statement list	Scripting notes	Routing
1	1 day		
2	1 week		
3	1 month		
4	3 months		

Q014.

Base: All respondents who rate 6-10 for any of statements 1-4 at Q013

Why do say that? What would be your concerns?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

Q015.

Base: All respondents

In a scenario where a change in supply to your home was needed, which of the following options would cause you most concern?

When thinking of your answer, please assume there would be no notable change in taste, appearance or smell of the water.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	An intermittent change (on/off) over the course of 6 months		
2	One longer continuous period over 6 months		
3	Neither		
85	I'm not sure		

COMMUNICATING CHANGES



Q016.

Base: All respondents

In the scenario that United Utilities were to change the source of the water (For example, from a reservoir source to a ground source for a short period of time) that supplies your home, would you want to be notified about this change?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q017.

Base: All respondents who would want to be notified (Q15 / 1)

Would you want to be notified in advance every time there is a change in supply?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q018.

Base: All respondents who want to be notified (Q15/1)

How would you want to be notified?

Please tick all that apply

MULTI RESPONSE, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Telephone		
2	Email		
3	Text		
4	Leaflet		
5	Letter		
80	Other (<i>specify</i>)	OPEN	
85	I'm not sure	EXCLUSIVE	



Q019.

Base: All respondents who want to be notified (Q15/1)

How likely would you be to contact United Utilities in the event that you were notified that the source of the water for your home would be changing?

Read out.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Very likely		
2	Likely		
3	Unlikely		
4	Very unlikely		
85	I'm not sure		

Q020.

Base: All respondents

A temporary change in water supply may be for a number of reasons.

How acceptable would you find a change in water supplied to your home for the following reasons?

SINGLE GRID

Code	Answer list	Scripting notes	Routing
1	Perfectly acceptable		
2	Acceptable		
3	Unacceptable		
4	Completely unacceptable		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Transferring water to other areas outside of the North West that are suffering from water shortages		
2	Burst water main		
3	Flooding		
4	Breakdown of infrastructure		
6	Vandalism		
7	Pollution		



Q021.

Base: All respondents

We would now like you to think about any recent information you may have seen or heard about water quality in your home. This may have been on a news report, in the paper, on social media, on an advert or elsewhere.

Do you recall seeing or hearing anything about this in the last few months?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q022.

Base: All respondents who have seen or heard something (Q21 / 1)

Where did you see or hear this?

Please select all that apply

MULTI RESPONSE, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	United Utilities website		
2	Online		
3	Email		
4	Text		
5	Leaflet / poster		
6	Radio		
7	TV		
80	Somewhere else - <i>please specify</i>	OPEN, FIXED	
85	I'm not sure / can't remember	FIXED, EXCLUSIVE	



DEMOGRAPHICS

C01.

Base: All respondents

The last few questions are about you. This information will help us to analyse the responses to this survey.

How many children under 18 are living in your home?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	None		
2	1		
3	2		
4	3		
4	4		
5	5 or more		

C02.

Base: All respondents

Which of the following does your annual household income fall into?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Under £20,000		
2	£20,000 - £39,999		
3	£40,000 - £59,999		
4	£60,000 - £79,999		
4	£80,000 - £99,999		
5	£100,000 or more		
86	Prefer not to say		

C06.

Base: All respondents

Do you or anyone in your household have a long-term illness, health problem or disability which limits your/their daily activities or the work you/they can do?

MULTI CODE



Code	Answer list	Scripting notes	Routing
1	Yes (self)		
2	Yes (other)		
3	No		
85	Don't know/ Prefer not to say		



C07.

Base: All respondents

Please could you indicate which, if any, of the following barriers or conditions you or someone in your household have?

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Serious/chronic illness		
2	Poor mobility e.g. physical impairment, restricted movement		
3	Mental health issues		
4	Learning difficulties		
5	Temporarily recovering after being in hospital or having an operation		
6	Recovering after a traumatic event (e.g. divorce/separation, loss of job/serious financial difficulties, recent child birth)		
7	Blind/partially sighted/ have a hearing or speech difficulty		
8	Other (please specify)		
9	None of the above		
85	Prefer not to say		

C08.

Base: All respondents

Which of the following best describes your ethnicity?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
100	White	HEADER ONLY	CONTINUE
1	English/Welsh/Scottish/Northern Irish/British		
2	Irish		
3	Gypsy or Irish Traveller		
4	Other White background		
200	Mixed / multiple ethnic groups		
5	White & Black Caribbean		
6	White & Black African		
7	White and Asian		
8	Other Mixed background		
300	Asian / Asian British		
9	Indian		
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
400	Black/ African/Caribbean/Black British	HEADER ONLY	
14	African		
15	Caribbean		



16	Other Black/African/Caribbean background		
500	Other		
17	Arab		
80	Other ethnic group (please describe)		
86	Prefer not to say		

C09.

Base: All respondents

Could you tell me which religious faith you follow or practise?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Christianity		
2	Buddhism		
3	Hinduism		
4	Judaism		
5	Islam		
6	Sikhism		
7	Other (please specify)		
8	None		
86	Prefer not to say		

C10.

Base: All respondents

Would it be OK if DJS Research re-contacted you if we have a need to further clarify any of the responses you have given in this survey today?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes	-	
2	No	-	



C011.

Base: All respondents

If you would like to enter the prize draw for a chance to win a brand-new iPad, please enter your details below.

Your details will not be shared with any 3rd parties. To view the prize draw T&C's, please click here. [\[INSERT LINK\]](#)

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Name	OPEN	
2	Email address	OPEN	
3	Phone number	OPEN	
4	I do not wish to enter the prize draw	EXCLUSIVE	

INFO8.

Base: All respondents

Thank you for your time today. We really appreciate your feedback.