



**Questionnaire: United Utilities**



<b>Client name:</b>	United Utilities
<b>Project name:</b>	Water Saving Comms Research
<b>Job number:</b>	7329
<b>Methodology:</b>	CATI
<b>Version</b>	FINAL

**Notes on this document**

**CATI QUOTAS:**

Male – Min. 50  
Female – Min. 50

18-24 – Min. 15  
25-34 – Min. 15  
35-44 – Min. 15  
45-54 – Min. 15  
55-64 – Min. 15  
65+ - Min. 15

**MONITORING QUOTA:**

Q6. 1 OR 2  
S01 – screen outs

**SAMPLE INSTRUCTIONS-**

Landline only – CATI only (starts 8<sup>th</sup> June)  
Email only – Email (Send 8<sup>th</sup> June)  
Email & landline - Email (Send 8<sup>th</sup> June) & CATI mop-up (15<sup>th</sup> June)  
Email & mobile – Email (Send 8<sup>th</sup> June) & CATI mop-up (15<sup>th</sup> June)  
Mobile & landline & Email - Email (Send 8<sup>th</sup> June) & CATI mop-up (15<sup>th</sup> June)



## Introduction

Good morning/afternoon/evening. My name is <INTERVIEWER NAME> and I am calling from DJS Research, We are conducting research on behalf of United Utilities who would like to speak to customers in the community to understand more about their views towards saving water.

At the end of the survey you can also enter a prize draw to win an **Apple iPad!**

DJS Research abides by the Market Research Society Code of Conduct and I stress that no selling will be involved in this research, and your details will not be passed to a third party.

All interviews will be recorded for training and quality purposes.

### **INTRO 01. CATI ONLY**

We'd be interested in your opinion, would it be possible to speak to you now for around 7-8 minutes?

Response number	Code	Scripting notes	Routing
1	Yes, now	<b>CONTINUE</b>	
2	Yes, but not now	Schedule time	
3	No, not interested	Seek referral or close	

## SCREENING

### **S01. All respondents**

To begin with we just have a few questions to help make sure that we speak to a range of different people in the area.

Which of the following age groups do you fall into?

#### **SINGLE CODE**

Read out

Response number	Code	Scripting notes	Routing
1	Under 18		Screen out
1	18-24		See quotas



2	25-34		See quotas
3	35-44		See quotas
4	45-54		See quotas
5	55-64		See quotas
6	65+		See quotas
87	Prefer not to say ( <i>Do not read out</i> )		Screen out

## S02.

**Base: All respondents**

GENDER: DO NOT READ OUT

### SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas

## S03.

**Base: All respondents**

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

### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		CONTINUE
2	No		SCREEN

## Q1a.

**Base: All respondents**

Which of the following best describes **you personally**?

### SINGLE CODE

Read out

Code	Answer list	Scripting notes	Routing
1	I have never really thought about saving water, and don't plan to		
2	I have never really thought about saving water before, but would be open to doing so in the next 6 months		
3	I am just starting to do more to save water		



4	I have been actively saving water for more than 6 months		
5	I have been actively saving water for many years		

### Q1b.

#### Base: All respondents

I am now going to read out a number of statements which we would like to know the extent to which you agree with each one.

#### SINGLE CODE, RANDOMISE

#### Read out scale and each statement

Code	Answer list	Scripting notes	Routing
1	Strongly agree		
2	Agree somewhat		
3	Neither agree nor disagree		
4	Disagree somewhat		
5	Strongly disagree		
85	I'm not sure [DO NOT READ OUT]		

Statement number	Statement	Scripting notes	Routing
1	I would change my behaviour towards saving water if I knew how much money I could save		
2	I am concerned about water shortages and the prospect of hosepipe bans in the summer		
3	I would be more likely to try and save more water if I knew others were doing it		
4	It requires too much effort to save water		
5	I'd worry about hygiene if I cut down my water usage		
6	I pay for it so I am entitled to use as much water as I want		
7	I would change my behaviour if I knew more about what my water company was doing to save water		
8	I'm unwilling to reduce the amount of water I use on my garden		
9	I can't reduce my water usage because me or someone else in		



	my household relies on it for medical reasons		
10	I think it's important to save water where possible to help the environment		

## Q02 – REMOVED

### Q03a. All respondents

Have you seen or heard anything in the media or the local area about water saving recently?

#### SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes (Please specify where/what you've seen)	OPEN	
2	No		
85	I'm not sure		

### Q03b. ASK IF Q3a=1

More specifically, have you seen or heard anything from United Utilities about this?

#### SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

### Q03c. ASK IF Q3b=1

Where have you seen/heard/read this?

#### MULTI CODE, RANDOMISE

Do not read out

Response number	Code	Scripting notes	Routing
1	United Utilities website		
2	Online		
3	Email		
4	Text		
5	Leaflet/poster		
6	Radio		



7	TV		
8	Facebook		
9	Instagram		
10	Email forwarded by my MP/school/other		
80	Other ( <b>SPECIFY</b> )	<b>OPEN, FIXED</b>	
85	I'm not sure / Can't remember	<b>FIXED, EXCLUSIVE</b>	

### STOCKPORT 'POST' ONLY

#### Q04a. ASK IF Q3b=1

Have you received any emails from United Utilities in the last week or two about water saving?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	One email		
2	Two emails		
3	Three or more emails		
4	No		
85	I'm not sure / Can't remember		

### STOCKPORT TRIAL ONLY

#### Q04bi. ASK IF Q4a=2-3

Did you open and read this email?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	Can't remember		

### STOCKPORT TRIAL ONLY

#### Q04bii. ASK IF Q4a=2-3

How many of these emails did you open and read?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	One		
2	Two		
3	Three or more	<b>ONLY SHOW IF Q4a=3</b>	
4	None		
85	Can't remember		



### STOCKPORT 'TRIAL' ONLY

#### Q04d. ASK IF Q4b=4

Why didn't you open/read the email/s?

#### MULTI CODE

*Do not read out*

Code	Answer list	Scripting notes	Routing
1	I never open/read emails from United Utilities		
2	I was too busy to read them		
3	They went into my junk mail		
4	I didn't think it was important		
80	Other ( <i>please specify</i> )	OPEN	

### STOCKPORT 'POST' ONLY

#### Q05a. ASK IF Q4a=4

Have you received a text from United Utilities in the last week or two about water saving?

#### SINGLE CODE

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

### STOCKPORT 'POST' ONLY

#### Q05b. ASK IF Q5a=1

Did you read the text?

#### SINGLE CODE

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



### BLACKBURN 'POST' ONLY

#### Q06a. ASK IF Q3b=1

Have you seen anything from United Utilities on social media in the last week or two about water saving?

#### SINGLE CODE

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

### BLACKBURN 'POST' ONLY

#### Q06b. ASK IF Q6a=1

What did you do when you saw it?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I scrolled past it		
2	I read it		
3	I read it and commented		
4	I read it and shared it		
85	I'm not sure / Can't remember		

### BLACKBURN 'POST' ONLY

#### Q07a. ASK IF Q3b=1

Have you noticed any of the following sources sharing information from United Utilities over the last week or two about water saving?

#### MULTI CODE

#### Read out

Code	Answer list	Scripting notes	Routing
1	MP		
2	School		
3	Parish council		
4	Local council		
5	Other local community group		
85	I'm not sure / Can't remember [DO NOT READ OUT]	EXCLUSIVE	



## BLACKBURN 'POST' ONLY

### Q07b. ASK IF Q7a=1-5

Did you read it?

#### SINGLE CODE

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

### Q08a. ASK IF Q3b=1

You have said you recall seeing or hearing something from United Utilities about water saving recently.

What can you remember about this communication? Can you recall any key points or messages?

#### OPEN RESPONSE

Response number	Code	Scripting notes	Routing
85	I'm not sure / Can't remember		

### Q08b. ASK IF Q3b=1

Can you recall any of the following key points or messages?

#### MULTI CODE, RANDOMISE

Read out and code if recall

Response number	Code	Scripting notes	Routing
1	Save water, save money off your water bill		
2	Save water, save money off your energy bill		
3	It's been dry for a while so save water		
4	With more of us at home, we're using more water, so be careful about the water you use		



5	Take a minute off your shower time		
6	Use a watering can instead of a sprinkler		
7	Use a full load in the dishwasher/washing machine		
8	Order a water saving pack		
9	Water and conserve in Blackburn	SHOW BLACKBURN TRIAL ONLY	
10	If you pledge to save water, we'll match it and donate to a local charity		
11	Thanks for checking your loo for leaks		
12	It's been a scorcher, so let's keep saving water		
13	Turn off the tap to make some savings on your water bill		
14	Turning off the tap whilst you brush your teeth could reduce your water bill by as much as £100 a year for a family of four		
15	Go to the United Utilities website to order free water saving goodies		
16	Go to the United Utilities website for hints and tips on how to save water		
85	I'm not sure / Can't remember [DO NOT READ OUT]	FIXED, EXCLUSIVE	
87	Nothing [DO NOT READ OUT]	FIXED, EXCLUSIVE	

### Q9a. ASK IF Q3b=1

Having seen or heard any of this information on water saving from United Utilities, to what extent do you agree or disagree with the following statements:

SINGLE CODE PER STATEMENT, RANDOMISE

Read out scale and each statement

Code	Answer list	Scripting notes	Routing
1	Strongly agree		
2	Agree somewhat		
3	Neither agree nor disagree		
4	Disagree somewhat		
5	Strongly disagree		
85	I'm not sure [DO NOT READ OUT]		



Code	Answer list	Scripting notes	Routing
1	It made me change my behaviour to more actively save water		
2	It made me visit the United Utilities website to find out more about water saving		
3	It made me order/look into ordering water saving products		
4	It made me pledge to United Utilities that I will save water		
5	It provided helpful advice		

### BLACKBURN 'POST' ONLY

#### Q09b. ASK IF AGREE (1/2) CODE 4 AT Q9a

What was it that made you pledge that you would save water?

MULTI CODE, RANDOMISE

Do not read out

Response number	Code	Scripting notes	Routing
1	The fact that United Utilities were making a charity donation		
2	The charity they have chosen to donate to (East Lancs Hospice)		
3	The value of the donation (£25,000)		
4	Other people I know were pledging		
5	It made me talk to friends / family about how we can save water		
80	Something else (please specify)	OPEN, FIXED	
87	None of the above	FIXED, EXCLUSIVE	

### ADDITIONAL CLASSIFICATION QUESTIONS



## INFO1.

Finally, we would like to understand a bit more about you and your household.

### C01. Base: All respondents

Do you have a garden with a lawn and/ or plants that require watering?

**SINGLE CODE**

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

### C02. Base: All respondents

Do you own any vehicles which you wash at home?

**SINGLE CODE**

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

### C03. Base: All respondents

Including yourself, please can you tell me how many adults and children under 18 are living in your house **all year round**?

**2 X DROP DOWN – ADULTS & CHILDREN**

Code	Statement list	Scripting notes	Routing
1	Adults		
2	Children under 18		

Code	Answer list	Scripting notes	Routing
1	0	<b>ONLY SHOW FOR CHILDREN DROP DOWN</b>	
2	1		
3	2		
4	3		
5	4		
6	5		
7	6 or more		
87	Prefer not to say		



#### C04. Base: All respondents

Could you please state which, if any, of the following disabilities, conditions or life events you or someone in your household may be experiencing?

#### MULTI CODE

Read out

Code	Answer list	Scripting notes	Routing
1	Serious / Chronic Illness		
2	Poor mobility e.g. physical impairment, restricted movement		
3	Blind/partially sighted/ have a hearing difficulties		
4	Communication/speech difficulties		
5	Have dementia, cognitive impairment, loss of mental capacity (due to injury or illness) or a developmental condition		
6	Have a mental health condition/mental disability or chronic anxiety/depression		
7	Temporarily recovering after being in hospital or having an operation		
8	Recovering after a traumatic event (e.g a bereavement, recent child birth, divorce, loss of job or other stressful event)		
9	Recovering after an accident, injury or serious illness		
10	Living with an alcohol or substance addition/abuse		
11	High water use due to a medical condition (e.g. kidney dialysis, skin conditions etc)		
80	Other ( <i>please write in here in as much detail as you are comfortable supplying</i> )	OPEN	
12	Do not suffer with any disabilities [DO NOT READ OUT]	EXCLUSIVE	
85	I'm not sure [DO NOT READ OUT]	EXCLUSIVE	
87	Prefer not to say [DO NOT READ OUT]	EXCLUSIVE	

#### C05 Base: All respondents

How would you describe your ethnicity?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
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1	White British		
2	White Irish		
3	White Polish		
4	White other European		
5	White other (write in)	OPEN	
6	Asian Chinese		
7	Asian Indian		
8	Asian Pakistani		
9	Asian Bangladeshi		
10	Asian other (write in)	OPEN	
11	Black African		
12	Black Caribbean		
13	Black other (write in)	OPEN	
14	Mixed ethnicity		
80	Other (specify)	OPEN	
87	Prefer not to say		

### C06 Base:All respondents

Which of the following reflects your annual household income?

#### SINGLE CODE

Read out

Code	Answer list	Scripting notes	Routing
1	Less than £10,000		
2	£10,000-£19,999		
3	£20,000-£29,999		
4	£30,000-£39,999		
5	£40,000-£49,999		
6	£50,000 or more		
87	Prefer not to say [DO NOT READ OUT]		

### C07 Base:All respondents



Thank you for your time. Would you like to enter a prize draw to win an apple iPad?

### SINGLE CODE

#### Record details

Code	Answer list	Scripting notes	Routing
1	Name	OPEN	
2	Phone number	OPEN	
3	Email	OPEN	
4	No	EXCLUSIVE	