



**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>	Online
<b>Version</b>	FINAL

**Notes on this document**

**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

*Thank you for agreeing to take part in this survey. This survey is being conducted by DJS Research on behalf of United Utilities. United Utilities would like to hear from customers in your community to understand more about their views towards saving water.*

*United Utilities are keen to hear your views and would appreciate it if you could spare 5 minutes of your time to fill in this quick questionnaire. As a thank you to participants you can enter a prize draw to win an **Apple iPad** at the end of this survey.*

*All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please [click here](#).*

*Please click 'next' to begin the survey.*

## 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

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		Screen out

**S02.****Base: All respondents**

Are you?

**SINGLE CODE**

Response number	Code	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas
3	I describe my gender in another way		
87	Prefer not to say		

**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**

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

Below are a number of statements which we would like to know the extent to which you agree with each one. Please tick one response for each statement.

#### SINGLE CODE, RANDOMISE

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		

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		
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## 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

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>	

**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	No		
85	I'm not sure / Can't remember		

**Q04b. ASK IF Q4a=1-2**

What did you do on receiving the email?

**SINGLE CODE**

Code	Answer list	Scripting notes	Routing
1	I opened both and read both	<b>ONLY SHOW IF CODE 2 AT Q4A</b>	
2	I opened both but only read one	<b>ONLY SHOW IF CODE 2 AT Q4A</b>	
3	I opened both but didn't read either	<b>ONLY SHOW IF CODE 2 AT Q4A</b>	
4	I opened one and read it		
5	I opened one but didn't read it		
6	I didn't open it / them		
85	Can't remember		

**Q04d. ASK IF Q4b=3 or 6**

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

**MULTI CODE**

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	
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**Q05a. REMOVED**

**Q05b. REMOVED**

**Q06a. REMOVED**

**Q06b. REMOVED**

**Q07a. REMOVED**

**Q07b. REMOVED**

**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**

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		
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	FIXED, EXCLUSIVE	
87	Nothing	FIXED, EXCLUSIVE	

**Q9a.            REMOVED**

**Q09b.         REMOVED**

<b>ADDITIONAL CLASSIFICATION QUESTIONS</b>
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**INFO1.**

Finally, we would like to understand a bit more about you and your household. Please click 'Next' to proceed.

**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	ONLY SHOW FOR CHILDREN DROP DOWN	
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? Please choose as many as apply.

#### MULTI CODE



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	EXCLUSIVE	
85	I'm not sure	EXCLUSIVE	
87	Prefer not to say	EXCLUSIVE	

## C05 Base: All respondents

Which of the following best describes your ethnicity?

### SINGLE CODE

Code	Answer list	Scripting notes	Routing
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

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		

## C07.

### Base: All respondents

If you would you like to enter the prize draw for a chance to win an Apple iPad please enter your details below.

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

#### SINGLE RESPONSE



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

*Thank you for taking the time to complete this survey. Your answers have been saved and you may now close this page.*