

WaterTalk Questionnaire: 4246 Water Saving Comms, June 2020

Scripting specifications	
Job code & Project	4246 Water Saving Comms
Market & Languages	
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input type="checkbox"/> External sample provider <input type="checkbox"/> Open link
	If 'Client List', specify any variables client will provide for routing and/or analysis
Stimulus path	
Member Sat Qs	Yes
Segmentation	List segmentations to be shown

Project timings:

Draft questionnaire	Thursday 18 th June
Questionnaire signed off	Tuesday 23 rd June
Scripting and testing	Tuesday 23 rd – Thursday 25 th June
Fieldwork	Friday 26 th – Tuesday 30 th June
Interim findings to UU	Friday 3 rd July
Draft report to UU	Thursday 9 th July

Invite text

Subject line Tell us what you think about saving water at home

Dear [INSERT NAME]

Today we would like to hear more about how you use water in your home, your ways of saving water, and your views on some potential marketing messages. Your feedback is important and will be used to help United Utilities understand how to effectively communicate ideas around saving water to customers.

Please click on the button below to answer our short survey. You will not only ensure that your opinions get heard, but we'll also enter you into our prize draw to win one of four £25 prizes.

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

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

Survey details

Prize draw: Chance to win one of four £25 VEX vouchers in the prize draw

Closing date: 9.30am on Tuesday 30th June

Survey length: 10 minutes

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

Many thanks for your time and input,

The WaterTalk team

SURVEY INTRO:

Many thanks for taking part our short survey! The aim of this survey is to help United Utilities understand your thoughts on how you use water in your home, your ways of saving water, and your views on some potential marketing messages.

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

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

Q1. Have you been doing more or less of the following activities in the last 4 weeks than you would in a typical month?

ROWS – RANDOMISE

1. Washed your hands
2. Showered
3. Taken a bath
4. Watered plants
5. Washed the car
6. Mopped floors
7. Flushed the toilet
8. Washed clothes in the washing machine
9. Washed clothes by hand
10. Washed dishes in the dishwasher
11. Washed dishes by hand in the sink
12. Drank tap water
13. Made cups of tea / coffee
14. Filled up a swimming pool / paddling pool

COLUMNS

1. Much less than usual
2. A bit less than usual
3. No change
4. A bit more than usual
5. Much more than usual
6. I haven't done this in the last 4 weeks

ASK ALL. SINGLE CODE. FLY-IN STATEMENTS

Q2. How important are the following environmental issues to you personally?

TOP BREAKS – RANDOMISE

1. Climate change
2. Waste management
3. Renewable energy
4. Plastic pollution
5. Pollution in general
6. Reducing your water usage at home
7. Having enough water now and in the future
8. Flooding
9. Sustainable fashion

DOWN BREAKS

1. Not at all important
2. Not very important
3. Neither important nor unimportant
4. Quite important
5. Very important

ASK ALL. MULTI CODE.

Q3. Which of the following have you used to find out more about this issue?

Please select all that apply.

TOP BREAKS. ONLY SHOW THOSE RATED AS 'IMPORTANT' (Q2 DOWNBREAKS = 4-5) – RANDOMISE

1. Climate change
2. Waste management
3. Renewable energy
4. Plastic pollution
5. Pollution in general
6. Reducing your water usage at home
7. Having enough water now and in the future
8. Flooding
9. Sustainable fashion

DOWN BREAKS – RANDOMISE

1. Reading newspapers / magazines
2. Social media
3. Speaking to friends / family
4. Searching for information online
5. Listening to podcasts
6. Watching TV / films
7. Listening to radio
8. Something else (please specify) **HOLD**

ASK ALL. DOWN BREAKS MULTI CODE UP TO 3. FLY-IN STATEMENTS

Q4. What, if anything, made you change your behaviour around this issue?

Please select the three most influential factors.

TOP BREAKS. ONLY SHOW THOSE RATED AS 'IMPORTANT' (Q2 DOWNBREAKS = 4-5) – RANDOMISE

1. Climate change
2. Waste management
3. Renewable energy
4. Plastic pollution
5. Pollution in general
6. Reducing your water usage at home
7. Having enough water now and in the future
8. Flooding
9. Sustainable fashion

DOWN BREAKS – RANDOMISE. SELECT TOP 3

1. Understanding how much money I could save
2. Understanding the impact my actions were having on the environment
3. Discovering easy ways to change my behaviour
4. Celebrities / influencers raising awareness
5. Other people I knew influenced me to change my behaviour
6. To feel good about making a difference
7. To look better in the eyes of others
8. I haven't done anything to change my behaviour for this issue **EXCLUSIVE**

ASK ALL. SINGLE CODE. DO NOT RANDOMISE

Q5. Which of the following best describes you personally?

1. I have never really thought about saving water and I don't plan to
2. I have never really thought about reducing my water use, but would be open to doing so
3. I intend to reduce my water use in the near future
4. I have recently taken steps to reduce my water use
5. I have been taking steps to reduce my water use for a long time

ASK ALL. SINGLE CODE. DO NOT RANDOMISE

Q6. How much water do you think your household uses?

1. Far too much for the size of my household
2. Too much
3. About the right amount
4. Less than other households of a similar size to mine
5. A lot less than other households of a similar size to mine

ASK ALL. SINGLE CODE. DO NOT RANDOMISE

Q7. How easy or difficult do you think it would be to reduce the amount of water you use?

1. Very difficult
2. Quite difficult
3. Neither easy nor difficult
4. Quite easy
5. Very easy

ASK ALL. OPEN FORCE RESPONSE

Q8. Why do you say it would be [INSERT ANSWER FROM Q7] to reduce the amount of water you use?

ASK ALL. SINGLE CODE. FLY-IN STATEMENTS

Q9. To what extent do you agree with the following statements about saving water?

TOP BREAKS – RANDOMISE

1. It's not worth me doing things to save water if others don't do the same
2. I actively try to save as much water as possible at home
3. I would like to be doing more to save water at home
4. There's plenty of water available, I don't need to make the effort to reduce my usage
5. It should be United Utilities' responsibility to save water, not mine
6. I've got more important things to think about than saving water
7. I try to get my friends and family to save more water
8. We all share responsibility for saving water
9. Using less water is good for the environment
10. I'm concerned about the impact of increasingly dry weather on water supplies
11. Water companies need to implement water restrictions such as hosepipe bans when water supplies are low
12. I pay for water so I am entitled to use as much as I want

DOWN BREAKS

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

ASK ALL. SINGLE CODE. FLY-IN STATEMENTS

Q10. How often do you do the following activities?

TOP BREAKS – RANDOMISE

1. Turn the tap off while washing my hands
2. Turn the tap off while brushing my teeth
3. Use a washing up bowl
4. Only run the dishwasher when it's full
5. Only run the washing machine when it's full
6. When using the kettle, I only boil what I need
7. Use a watering can for my garden rather than a hose or sprinkler
8. Use a bucket and sponge for washing the car rather than a hose
9. Have showers rather than baths
10. Have shorter showers
11. Only fill the bath halfway
12. Use a water butt / use recycled water

DOWN BREAKS

1. Always
2. Sometimes
3. Never, but I would consider doing this in the future
4. Never and I wouldn't consider doing this in the future
5. Not applicable to me

ASK ALL. SINGLE CODE. FLY-IN STATEMENTS

Q11. For each of these, what is your main motivation behind doing them?

TOP BREAKS. ONLY SHOW CODES FROM Q10 DONE AT LEAST 'SOMETIMES' (1-2) – RANDOMISE

1. Turn the tap off while washing my hands
2. Turn the tap off while brushing my teeth
3. Use a washing up bowl
4. Only run the dishwasher when it's full
5. Only run the washing machine when it's full
6. When using the kettle, I only boil what I need
7. Use a watering can for my garden rather than a hose or sprinkler
8. Use a bucket and sponge for washing the car rather than a hose
9. Have showers rather than baths
10. Have shorter showers
11. Only fill the bath halfway
12. Use a water butt / use recycled water

DOWN BREAKS

1. Habit
2. Personal convenience / preference
3. To save water
4. To help the environment
5. To save money

ASK ALL. MULTI CODE. RANDOMISE

Q13. Which of the following, if any, would encourage you to reduce water usage?

1. Personalised feedback on my household's monthly water usage
2. Being able to monitor my household's water usage in real-time
3. Evidence that others were making the effort too
4. If water saving devices were more effective / more advanced
5. Evidence of how much money I could save by reducing water usage
6. Knowing more about what United Utilities do to save water
7. Evidence of the environmental benefits of using less water
8. Regular reminders to think about saving water (e.g. via texts, emails or an app)
9. Receiving signs / stickers reminding me to think about saving water
10. United Utilities donating to charities if communities save a certain amount of water
11. Something else (please specify) **HOLD**
12. None of these **HOLD. EXCLUSIVE**

ASK ALL. RANKING QUESTION. RANDOMISE

Q14. Which of the following type of message do you think would have the most impact when thinking about reducing water consumption?

Please rank them in order, starting with the one you think would have the most impact (1) and ending with the one you think would have the least impact (6).

1. The impact on the environment in general
2. The impact on wildlife
3. The amount of water available to use
4. The cost of water
5. The impact on United Utilities' recreation sites like reservoirs and country parks
6. The cost of energy

SHOW ON SEPARATE SCREEN BY ITSELF

Since the COVID-19 outbreak, we're all spending more time at home which means the demand for water has increased, resulting in reservoirs in the North West being much lower than we'd like at this time of year.

Although there has been rainfall recently, last month was the sunniest May on record and the warm and dry weather is forecasted to continue, so it's up to all of us to do more to conserve water supplies to help see us through the summer months.

ASK ALL. OPEN FORCE RESPONSE

Q15. If you were to communicate the need to reduce water use to United Utilities customers, what messages would you suggest?

SHOW ON SEPARATE SCREEN BY ITSELF

United Utilities has developed some ideas for messages to try to encourage customers to save water and we'd like to get your thoughts on a few of them.

SCRIPTING INSTRUCTIONS: EACH RESPONDENT TO BE SHOWN ALL 4 MESSAGES, RANDOMISED ORDER.

SHOW Q17 TO Q19 FOR AMBER 1, AMBER 2, RED 3 AND RED 4. RANDOMISE ORDER THAT THE MESSAGES ARE SHOWN.

ASK ALL. SINGLE CODE

Q16. Thinking about this message, to what extent do you agree or disagree with the following?

TOP BREAKS – RANDOMISE

1. It's clear that there is an urgent need to save water
2. It makes clear why United Utilities need everyone to help save water
3. It shows United Utilities understand me as a customer
4. It feels relevant to me

DOWN BREAKS

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

ASK ALL. SINGLE CODE

Q17. If you saw this message in an advert from United Utilities, would it affect your behaviour in any way?

1. I would not think about saving water after seeing this
2. I would start to think about the importance of saving water more generally
3. I would start to consider specific steps I could take in the near future to save water
4. I would start to take steps immediately to save more water
5. I would already be doing all I can to save water at this point

ASK ALL. SINGLE CODE

Q18.

SHOW ON SCREEN WITH AMBER 1 AND AMBER 2

This type of message would be shown when it's hot and hasn't rained for a while, demand for water is increasing due to the warm weather and water stocks are reducing.

SHOW ON SCREEN WITH RED 3 AND RED 4

This type of message would be shown when there's been a prolonged period of dry weather and demand for water is very high. The rivers and reservoir water levels are low, and temporary usage bans (e.g. hosepipe bans) may need to be introduced if we don't save water soon.

Would you say the tone of this message is...?

1. Far too strong
2. A bit too strong
3. Just right
4. A bit too weak
5. Far too weak

ASK ALL. RANKING QUESTION. RANDOMISE

Q19. Which style of messaging would be most likely to make you consider saving water? Please rank in order where 1 would be the most likely and 4 would be the least likely.

Click on the images to rank them. If you change your mind, click the image again to de-select it.

1. Amber 1
2. Amber 2
3. Red 1
4. Red 2

ASK ALL. OPEN, FORCE RESPONSE

Q20. Why did you rank [INSERT 1st RANKED ANSWER FROM Q20] as the most likely to make you consider saving water?

ASK ALL. OPEN, FORCE RESPONSE

Q21. Why did you rank [INSERT 4th RANKED ANSWER FROM Q20] as the least likely to make you consider saving water?

ASK ALL, SINGLE CODE

A1. As a follow-up stage to this research, we would like to invite you to take part in an online WaterTalk community to explore the subject of saving water in more detail. The community will take place throughout July and August.

If selected, you will be expected to input a minimum of two times per week (in 45-minute blocks) to complete a diary of water use, upload images of water use throughout the week, respond to follow-up questions asked by our moderators, and upload a video summary discussing your water use over the week.

Those who are selected and complete all the activities will receive £100 of VEX vouchers for their time.

Please note that completing this application does not necessarily mean you will be selected to take part in the online community.

Are you willing and available to take part?

1. Yes, I'd be interested in taking part
2. No, I don't want to take part **THANK AND CLOSE**

We will be selecting those to participate in the online community over the next week or so. If you do not receive an email invitation then unfortunately you have not been selected this time. If that's the case, please make sure you look out for future emails as there will be plenty of activities to get involved with in the future.

END TEXT: Thanks for your time today, that's all the questions we have. We really appreciate your feedback!