



Questionnaire: United Utilities



Client name:	United Utilities
Project name:	Leaky Loos Research
Job number:	7456
Methodology:	CATI
Version	1

Notes on this document

DP NOTE: QUOTAS

500 interviews in total. There are monitoring quotas based on CACI segment and age.

These quotas are closing quotas in CATI.

	Number
Segment:	
A	
B	
C	
D	
E	
F	
G	
H	
U	



	Number
18-24	MIN 10
25-34	MIN 20
35-44	MIN 20
45-54	MIN 20
55-64	MIN 20
65+	MIN 20

Introduction

Good morning/afternoon/evening. My name is <INTERVIEWER NAME> and I am calling from DJS Research, We are conducting a short survey on behalf of United Utilities who would like to consult a cross section of their customers. The survey only takes 2-3 minutes.

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?

Response number	Code	Scripting notes	Routing
1	Yes, now	CONTINUE	
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
2	18-24		See quotas
3	25-34		See quotas
4	35-44		See quotas
5	45-54		See quotas
6	55-64		See quotas
7	65+		See quotas
86	Prefer not to say (<i>Do not read out</i>)		Screen out

S02. 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



MAIN SURVEY

Q01 All respondents

Have you received a letter from United Utilities in the last week or two which includes the message 'don't let a leaky loo cost you £400' and which included a leaflet and a strip to test whether you have a leaky loo?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		Q02a
2	No		THANK & GO TO END OF SURVEY
85	I'm not sure		THANK & GO TO END OF SURVEY

Q02a ASK IF Q01/1

Have you used the strip?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		Q03
2	No		Q02b
85	I'm not sure		Q03

Q02b ASK IF Q02a/2

Why haven't you used the strip?

Do not read out.

MULTI CODE

Response number	Code	Scripting notes	Routing
1	I haven't got a modern push button cistern		Q03
2	I haven't got round to it		Q02c
3	I'm not sure how to use it		Q02c
4	Other (please specify)		Q02c
85	I'm not sure		Q03



Q02c ASK IF Q02b/2-4

Do you intend to use the strip?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		Q03
2	No		Q03
85	I'm not sure		Q03

Q03 ASK IF Q01/1

Since receiving the letter have you been looking for ways to save water in the home?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		
2	No		
85	Don't know		

INFO1: Thank you very much for your help. Can I reassure you that the answers you have given will be treated in the strictest confidence and will not be used in any way as part of a sales approach.

(IF THE RESPONDENT WOULD LIKE TO CHECK WITH THE MRS, THEIR FREEPHONE NUMBER IS 0800 975 9596. ALTERNATIVELY, THEY COULD VISIT OUR WEBSITE AT www.djsresearch.co.uk)