



Questionnaire: United Utilities



Client name:	United Utilities
Project name:	Water Saving Comms Research
Job number:	7329
Methodology:	Online
Version	FINAL

Notes on this document

MONITORING QUOTA:

Q6. 1 OR 2

S01 – screen outs

SAMPLE INSTRUCTIONS-

Landline only – CATI only (starts 8th June)

Email only – Email (Send 8th June)

Email & landline - Email (Send 8th June) & CATI mop-up (15th June)

Email & mobile – Email (Send 8th June) & CATI mop-up (15th June)

Mobile & landline & Email - Email (Send 8th June) & CATI mop-up (15th 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 7-8 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 (SPECIFY)	OPEN, FIXED	
85	I'm not sure / Can't remember	FIXED, EXCLUSIVE	

STOCKPORT 'TRIAL' 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	ONLY SHOW IF Q4a=3	
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

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 'TRIAL' 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 'TRIAL' 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 'TRIAL' 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 'TRIAL' 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 'TRIAL' 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?

SINGLE CODE

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		



BLACKBURN 'TRIAL' ONLY

Q07b. ASK IF Q7a=1

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

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	FIXED, EXCLUSIVE	
87	Nothing	FIXED, EXCLUSIVE	

Q9a. ASK IF Q3b=1

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

SINGLE CODE PER STATEMENT, 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	-	

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 'TRIAL' ONLY

Q09b. ASK IF AGREE (3/4) CODE 4 AT Q9a

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

MULTI CODE, RANDOMISE

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	

STOCKPORT 'TRIAL' ONLY – ONLINE ONLY

Q04c. ASK IF Q4bi = 1 OR Q4bii=1-3

Which emails from United Utilities do you recall opening?

MULTI CODE, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	[JPEG EMAIL COMMS A]		
2	[JPEG EMAIL COMMS B]		
85	I can't remember	EXCLUSIVE	



ADDITIONAL CLASSIFICATION QUESTIONS

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 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	

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