

UU Saving Water Ethno Project

Profiling Survey

Objectives:

- Recruiting (n=32) for the water usage ethnographic research via Fieldnotes.
- In addition to recruiting, we will seek to understand more details around water usage behaviour and attitudes and actions around conscious water consumption and water saving.

For engagement purposes, we will start with the attitude and behaviour questions then profile customers towards the end. Age is the exception as we need to screen out under 18s.

SECTION 1: Pull through background variables & age screen

NEW PAGE: ASK ALL

[INFO]

Welcome to our survey!

Today we're interested in finding out a bit more about our customers' lives and habits. This will help us to improve our services. As a thank you for taking part in this survey you will be entered into a prize draw to win <ADD IN DETAILS>.

At the end of the survey you will be given the opportunity to sign up to take part in some new and exciting research for United Utilities, with £200 as a thank you payment for your time.

Please be completely honest with all your answers – United Utilities won't receive any details about you which could identify you personally. If you are a priority services customer, any information held about you will only be used for analysis/profiling and will be completely anonymous.



Click the arrow below to get started!

[Insert background variables from UU sample: to be further defined upon receipt of sample file

- Name
- Email
- Age
- Region / Postcode
- Measured/ unmeasured
- CACI segmentation
- Payment method

{We will capture priority status / affordability only of those opting in and match back at that stage}

NEW PAGE: ASK ALL

S1 AGE

[NUMERIC, FORCED]

Firstly, how old are you?

HV1 Age nets

[SINGLE, HIDDEN]

ANSWERS

Under 18	1	SCREEN
18-24	2	
25-34	3	
35-44	4	
45-54	5	
55-64	6	
65-74	7	
75+	8	

SCREEN OUT TEXT:

Thanks for your interest. Unfortunately, we can only speak to people who are 18 or older. Please click the 'Finish Survey' button to close this page.

HV1a Generation

[SINGLE, HIDDEN]

ANSWERS

Gen Z	1	18-23
Millennial	2	24-39
Gen X	3	39-54
Boomer	4	55-73
Silent	5	74+

SECTION 2: Attitudes and behaviours: Broader consciousness

NEW PAGE: ASK ALL

Q1 Rank It

[RANKING, RANDOM, FORCED]

Before we start asking questions about your life, we'd like to start with something fairly general.

Thinking specifically about the issues below, please rank them in order of importance to you...

Place your most important into position 1, your second most important into position 2 and so on.

You can order the ranking by clicking on each item.

ANSWERS

The impact of plastic on the environment	1	
Climate change	2	
Pollution in the sea and rivers	3	
Conserving water / water shortages	4	
Producing too much waste/landfill sites	5	
Wildlife habitat destruction	6	
Excessive energy consumption	7	
Air pollution	8	
Global warming	9	
Crime in my neighbourhood	10	
Improving the lives of people in my community	11	
Improving the lives of people in developing countries	12	
The economy	13	
Having enough natural resources	14	

{objective here is to see the relative importance of water conservation over other environmental and broader areas and how that might look by different groups of customers}

HV2 If ranked in top position

[SINGLE, HIDDEN]

ANSWERS

The impact of plastic on the environment	1	IF Q2_Code 1=position 1
Climate change	2	IF Q2_Code 2=position 1
Pollution in the sea and rivers	3	IF Q2_Code 3=position 1
Conserving water / water shortages	4	IF Q2_Code 4=position 1
Producing too much waste/landfill sites	5	IF Q2_Code 5=position 1
Wildlife habitat destruction	6	IF Q2_Code 6=position 1
Excessive energy consumption	7	IF Q2_Code 7=position 1
Air pollution	8	IF Q2_Code 8=position 1
Global warming	9	IF Q2_Code 9=position 1
Crime in my neighbourhood	10	IF Q2_Code 10=position 1
Improving the lives of people in my community	11	IF Q2_Code 11=position 1
Improving the lives of people in developing countries	12	IF Q2_Code 12=position 1
The economy	13	IF Q2_Code 13=position 1
Having enough natural resources	14	IF Q2_Code 14=position 1

HV3 If ranked in top 3

[MULTI, HIDDEN]

ANSWERS



The impact of plastic on the environment	1	IF Q2_Code 1=position 1, 2 or 3
Climate change	2	IF Q2_Code 2=position 1, 2 or 3
Pollution in the sea and rivers	3	IF Q2_Code 3=position 1, 2 or 3
Conserving water / water shortages	4	IF Q2_Code 4=position 1, 2 or 3
Producing too much waste/landfill sites	5	IF Q2_Code 5=position 1, 2 or 3
Wildlife habitat destruction	6	IF Q2_Code 6=position 1, 2 or 3
Excessive energy consumption	7	IF Q2_Code 7=position 1, 2 or 3
Air pollution	8	IF Q2_Code 8=position 1, 2 or 3
Global warming	9	IF Q2_Code 9=position 1
Crime in my neighbourhood	10	IF Q2_Code 10=position 1, 2 or 3
Improving the lives of people in my community	11	IF Q2_Code 11=position 1, 2 or 3
Improving the lives of people in developing countries	12	IF Q2_Code 12=position 1, 2 or 3
The economy	13	IF Q2_Code 13=position 1, 2 or 3
Having enough natural resources	14	IF Q2_Code 14=position 1

NEW PAGE: ASK ALL

Q3 Environment Attitudes

[SINGLE LINE GRID, RANDOM, FORCED]

How much do you agree or disagree with the following statements...

ANSWERS

Everyone is individually responsible for reducing the negative impact they have on the environment	1	
The only way to create a positive change for our environment is collectively, in large numbers	2	
Brands and large companies should be leading the way in being eco-friendly	3	
Our government should play a leading role in protecting our environment (e.g. reducing carbon emissions, have environmentally conscious policies)	4	
Every household should be doing everything they can to reducing the negative impact on our environment	5	
Utilities companies specifically need to lead the way in protecting our environment	6	
Finances should have no impact on whether people are environmentally friendly or not	7	
I personally do everything I can to reduce my impact on the environment	8	
My household does everything it can to reduce our impact on the environment	9	
I am concerned about having enough natural resources in the future	10	

SCALE

Strongly agree	1	
Agree	2	

Neither agree nor disagree	3	
Disagree	4	
Strongly disagree	5	

{objective here is to capture broad environmental attitudes and how that looks by personal vs collective vs brand vs gov responsibility. We then ask a similar battery about water later on – can compare against that.}

HV5 Attitude Nets T2B

[SINGLE, HIDDEN]

Everyone is individually responsible for reducing the negative impact they have on the environment	1	IF Q3_1=Code 1 or 2
The only way to create a positive change for our environment is collectively, in large numbers	2	IF Q3_2=Code 1 or 2
Brands and large companies should be leading the way in being eco-friendly	3	IF Q3_3=Code 1 or 2
Our government should play a leading role in protecting our environment (e.g. reducing carbon emissions, have environmentally conscious policies)	4	IF Q3_4=Code 1 or 2
Every household should be doing everything they can to reducing the negative impact on our environment	5	IF Q3_5=Code 1 or 2
Utilities companies specifically need to lead the way in protecting our environment	6	IF Q3_6=Code 1 or 2
Finances should have no impact on whether people are environmentally friendly or not	7	IF Q3_7=Code 1 or 2
I personally do everything I can to reduce my impact on the environment	8	IF Q3_8=Code 1 or 2
My household does everything it can to reduce our impact on the environment	9	IF Q3_9=Code 1 or 2
I am concerned about having enough natural resources in the future	10	IF Q3_10=Code 1 or 2

SECTION 3: Attitudes towards water usage

NEW PAGE: ASK ALL

Q4 Current water usage

[MULTI, RANDOM, FORCED]

OK, moving on now to think about water usage.

Which of the following do you and your household use water for on a regular basis?

Please select all that apply

ANSWERS

Take a bath	1	
Car washing with a hosepipe	2	
Car washing with a bucket	3	
Running a dishwasher	4	
Watering garden with a watering can	5	
Watering garden with a hosepipe	6	
Water play for children/pet (e.g. paddling pool or similar, in bath)	7	
Filling or maintaining permanent or temporary swimming pool or hot tub	8	
Maintaining outdoor water feature or pond	9	
DIY	10	
Taking <u>long</u> showers	11	
None of these	12	FIXED, EXCLUSIVE



*{aimed to capture those usage occasions that use volume of water and can be changed.
Left out the behaviours such as cooking, cleaning, teeth brushing, drinking etc and
focused on these 'main culprits'}*

NEW PAGE: ASK ALL

Q4a Water usage - thoughts

[SINGLE, ORDERED, FORCED]

Thinking about your household size, how much water do you think your household uses?

ANSWERS

Far too much for households of a similar size	1	
Too much for households of a similar size	2	
About the average amount for households of a similar size	3	
Less than other households of a similar size	4	
A lot less than other households of a similar size	5	

NEW PAGE: ASK ALL

Q5 Water saving attitude

[SINGLE, RANDOM, FORCED]

Which of the following statements best describes you personally when it comes to water usage?

Please note, this isn't a test so please answer honestly; we're just interested in what accurately describes you.

ANSWERS

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

HV7 Water use segment

[SINGLE, HIDDEN]

ANSWERS

Current rejector stage	1	IF Q5=Code 1
Consideration stage	2	IF Q5=Code 2
Preparation stage	3	IF Q5=Code 3
Active stage	4	IF Q5=Code 4 or 5

NEW PAGE: ASK IF Q5=Code 4 or 5

Q6 What people have done

[SWIPE, RANDOM, FORCED]

Tell us which of the ways below you have done (or currently do) to try and reduce your water consumption?

Swipe right if you have done them or left if you haven't

ANSWERS

Use a washing up bowl instead of filling the sink	1	
Use the most efficient water and energy settings on your white goods (i.e. washing machines)	2	
Wait to use the washing machine until it's fully loaded	3	
Wait to use the dishwasher until it's fully loaded	4	
Fit a water saving device in your toilet cistern	5	
Take a shower instead of a bath	6	
Reduce the amount of time you would usually spend in the shower	7	
Turn the taps off when brushing your teeth / shaving / other	8	
Use a water butt	9	
Use a watering can instead of a hosepipe	10	
Wash a car with a bucket instead of a hosepipe	11	
Had a water saving audit from United Utilities	12	

SCALE

Have done this	1	SWIPE RIGHT
Have not done this	2	SWIPE LEFT

NEW PAGE: ASK ALL

Q7 Water Attitudes

[SINGLE LINE GRID, RANDOM, FORCED]

How much do you agree or disagree with the following statements...

ANSWERS

Everyone is individually responsible for reducing the amount of water they use	1	
The only way to create a positive change for our water consumption is collectively, in large numbers	2	
Brands and large companies should be leading the way when it comes to saving water	3	
Our government should play a leading role in conserving water	4	
Every household should be doing everything they can to reduce their water usage	5	
Utilities companies specifically need to lead the way and encourage customers to save water	6	
I personally do everything I can to reduce my water consumption	7	
My household does everything it can to reduce our water consumption	8	

{compare vs broader environmental attitudes earlier}

SCALE

Strongly agree	1	
Agree	2	
Neither agree nor disagree	3	
Disagree	4	
Strongly disagree	5	

HV8 Attitude Nets T2B

[SINGLE, HIDDEN]

ANSWERS

Everyone is individually responsible for reducing the amount of water they use	1	IF Q8_1=Code 1 or 2
The only way to create a positive change for our water consumption is collectively, in large numbers	2	IF Q8_2=Code 1 or 2
Brands and large companies should be leading the way when it comes to saving water	3	IF Q8_3=Code 1 or 2
Our government should play a leading role in conserving water	4	IF Q8_4=Code 1 or 2
Every household should be doing everything they can to reduce their water usage	5	IF Q8_5=Code 1 or 2
Utilities companies specifically need to lead the way and encourage customers to save water	6	IF Q8_6=Code 1 or 2
I personally do everything I can to reduce my water consumption	7	IF Q8_7=Code 1 or 2
My household does everything it can to reduce our water consumption	8	IF Q8_8=Code 1 or 2

NEW PAGE: ASK ALL

Q8 COVID water usage

[SINGLE, ORDERED, FORCED]

And since the coronavirus outbreak would you say you have been...

ANSWERS

Using more water	1	
Using less water	2	
Using the same amount of water	3	
I'm not sure	4	

NEW PAGE: ASK ALL

Q9 COVID situation

[MULTI, RANDOM, FORCED]

Which of the below have been true for you since the coronavirus outbreak?

ANSWERS

Self/partner have previously been furloughed but now back at work	1	
Self/partner currently on furlough	2	
Self/partner have lost their job	3	
Self/partner working from home	3	
Children home from nursery/school	4	
Older children moved home	5	
Other family members moved in	6	
Moved out of your home/staying with others	7	
Been self-isolating	8	
None of the above	9	FIXED, Exclusive

SECTION 4: Profiling

NEW PAGE: ASK ALL

[INFO]

Thanks for answering those questions!

We just have a few more to learn a bit about you.

Click through to continue...

NEW PAGE: ASK ALL

Q10 Gender

[SINGLE, ORDERED, FORCED]

To which gender identity do you most identify?

ANSWERS

Male	1	
Female	2	
Other gender identity (please specify)	3	OPEN
Prefer not to say	4	

NEW PAGE: ASK ALL

Q10a SEG

[SINGLE, ORDERED, FORCED]

How would you describe your employment status?

ANSWERS

A professional	1	A
In senior management	2	A
In middle management	3	B
An office/clerical/administration worker	4	C1
A crafts/tradesperson/skilled worker	5	C2
A factory/manual/unskilled worker	6	D
A full time student	7	E
A casual worker	8	E
Not currently in employment	9	E

HV10 SEG Groupings

[SINGLE, HIDDEN]

ANSWERS

A	1	Q10a=1 OR 2
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B	2	Q10a=3
C1	3	Q10a=4
C2	4	Q10a=5
D	5	Q10a=6
E	6	Q10a=7 TO 9

NEW PAGE: ASK ALL

Q11 Ethnicity

[SINGLE, ORDERED, FORCED]

Which ethnic group do you most identify with?

These ethnic groups were taken from the most recent Census

ANSWERS

White - British	1	
White - Irish	2	
White - Gypsy or Irish Traveller	3	
White - Other	4	
Mixed/Multiple ethnic group	5	
Mixed/Multiple ethnic group - White and Black Caribbean	6	
Mixed/Multiple ethnic group - White and Black African	7	
Mixed/Multiple ethnic group - White and Asian	8	
Mixed/Multiple ethnic group - Other	7	
Asian/Asian British - Indian	8	
Asian/Asian British - Pakistani	9	
Asian/Asian British - Bangladeshi	10	
Asian/Asian British - Chinese	11	
Asian/Asian British - Other	12	
Black/African/Caribbean/Black British - African	13	
Black/African/Caribbean/Black British - Caribbean	14	
Black/African/Caribbean/Black British - Other	15	
Other ethnic group	16	
Arab	17	

Any other ethnic group	18	
Prefer not to say	98	

NEW PAGE: ASK ALL

Q12 Region

[SINGLE, ALPHABETICAL, FORCED]

In which of the following areas do you live?

Blackburn with Darwen	1	
Blackpool	2	
Cheshire	3	
Halton	4	
Greater Manchester	5	
Lancashire	6	
Merseyside	7	
Warrington	8	
Other (please tell us)	7	OPEN FIXED
I'm unsure	8	FIXED

NEW PAGE: ASK ALL

Q13 Area type

[SINGLE, ORDERED, FORCED]

Which of the below best describes where you live?

ANSWERS

City centre	1	
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Suburbs of a city	2	
Urban town including surrounding built up areas	3	
Rural town including surrounding built up areas	4	
Rural village	5	
Rural hamlet and isolated dwellings	6	
Other (please state)	7	OPEN
I'm unsure	8	

NEW PAGE: ASK ALL

Q14 Current home

[SINGLE, ORDERED, FORCED]

And is your home...

ANSWERS

Rented from council/housing association	1	
Rented from private landlord	2	
Owned outright	3	
Owned with a mortgage	4	
Other (please specify)	5	OPEN

NEW PAGE: ASK ALL

Q15 House type

[SINGLE, ORDERED, FORCED]

Which of the below best describes your current home?

ANSWERS

Flat/apartment /maisonette	1	
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Detached house	3	
Semi-detached house	4	
Terraced house	5	
Bungalow	6	
Other	7	

NEW PAGE: ASK ALL

Q16 Garden

[SINGLE, ORDERED, FORCED]

And do you have a garden?

ANSWERS

Yes – a small garden	1	
Yes – a medium sized garden	3	
Yes – a large garden	4	
No	5	

NEW PAGE: ASK ALL

Q17 Disability

[SINGLE, ORDERED, FORCED]

Which of the following apply to you and your household?

Please select all that apply

ANSWERS

I or another member of my household is disabled or suffer(s) from a debilitating illness	1	
I or another member of my household have/has a learning difficulty	2	
I or another member of my household relies on water for medical reasons	3	
I or another member of my household is visually impaired (i.e. struggles to read even with glasses)	4	
I or another member of my household am/is over the age of 75 years old	5	
I or another member of my household speaks English as a second language	6	

I/our household often struggle to afford utility bills	7	
I or another member of my household is deaf or hard of hearing	8	
I or another member of my household is a new parent	9	
None of the above	10	FIXED, EXCLUSIVE

QH9 Vulnerable

[SINGLE, ORDERED, FORCED]

Vulnerable	1	CODE 1-9 AT Q17
Not vulnerable	1	CODE 10 AT Q17

NEW PAGE: ASK ALL

Q18 Children

[MULTI, RANDOM, FORCED]

Which of the below apply to you?

Please select all that apply

ANSWERS

I have never had any children	1	
I have children under 5 years old living with me	2	
I have children under 5 years old who do not with me	3	
I have children aged between 5-12 living with me	4	
I have children aged between 5-12 who do not live with me	5	
I have children aged between 13-17 living with me	6	
I have children aged between 13-17 who do not live with me	7	
I have adult children who live with me	8	
I have adult children who do not live with me	9	
I have children aged between 5-12 living with me	10	

QHV9 Kids in hh

[SINGLE, ORDERED, FORCED]

Children in HH	1	CODE 2-4 AT Q18
No children in HH	1	NOT CODE 2-4 AT Q18

NEW PAGE: ASK ALL

[INFO]

Thanks for answering those questions!

We'd like to invite you to take part in a research project that is slightly different.

We are looking for people who are interested in taking part in a 4-week long diary project starting [ADD IN DATE] where you will complete different tasks relating to your water usage.

What is it about?

We're looking to get some insight into your household and habits around your water usage. The task isn't about telling you what's right or wrong, it's more about understanding how different households are using water and their attitudes towards it.

As part of this task, we'll ask you to tell us about your usual behaviour and then we will be asking you to try some new things out too.

What is involved?

We will provide you with access to our diary platform. Each week, we'll either ask you to answer a few questions, upload some photos/videos or answer a short survey.

We'll also want to keep a record of how you are using water. We'll also be asking you to try some new items and feedback on your experiences.

What do I get?

For completing the diary task in its entirety, we'll transfer **£200** to you via PayPal.

Please answer below to register your interest. (Don't worry, it doesn't impact your entry in the prize draw for answering this survey).

All the information and uploads which you provide, along with any other personal information, will all be kept confidential and anonymised in accordance with GDPR.

Unfortunately not everyone who registers an interest will be selected to take part. We will email you if you are selected.

Q19 Interest

[SINGLE, ORDERED, FORCED]

Would you be interested in taking part in this research?

ANSWERS

Yes	1	
No	2	

NEW PAGE: ASK IF Q19=1

Q21 Home audit

[SINGLE, ORDERED, FORCED]

As part of the research we would like some people to take part in a home water audit.

As part of the water audit, someone from United Utilities will be able to show you how efficient your house is when it comes to water usage and advise you on different ways to help you save water.

This can be done both in person (with COVID-safe measures in place) or via an online video call – whatever you are most comfortable doing.

Please note this is not mandatory for taking part in the research, if you do not want to do a water audit, that's fine too!

Would you be interested in having a water audit?

ANSWERS

Yes, I'd be comfortable for someone to come to my house to complete this	1	
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Yes, but I'd feel more comfortable completing this online via a video call	2	
No, thanks	3	

NEW PAGE: ASK IF Q19=1

[INFO]

Q20 CONSENT

[GRID, ORDERED, UNFORCED]

Thanks for registering your interest!

There are a few confirmations we need from you regarding how we use the information you provide.

Please read the full consent details here. [<HYPERLINK "HERE" WITH CONSENT FOR DIARY>](#)

Once you have done this, please confirm the following points below.

ANSWERS

I am happy to take part in this research	1	
I consent to the images/videos I upload as part of this research being shared with United Utilities	2	
I consent to Join the Dots using quotes from this research in their presentation	3	
I consent to Join the Dots using video clips from this research in their presentation	4	
I consent to Join the Dots using images/video clips from this research to be used to showcase some of the work they do, either at conferences or on their website	5	
I consent to United Utilities using images/video clips from this interview as part of their own business to business marketing material	6	
I consent to images/video clips from this research being kept as long as they are needed by United Utilities	7	

SCALE

Yes	1	
No	2	

Great! Thanks for registering your interest.

We'll be in contact if you are chosen to take part.

Click through to submit your answers...

NEW PAGE: ASK IF Q19=2

[INFO]

No problem, hopefully there will be something in the future you are interested in taking part in.

Thanks for answering our other questions.

Click through to submit your answers...

Sample spec for recruitment

<p>Group 1: Pre-family n=8</p> <p>(to incl. Students, millennials, Gen Z – plus single HHs.)</p>	<p>Group 2: Young family n=8</p> <p>(all kids under 5)</p>	<p>Group 3: Older family n=8</p> <p>(all kids school age +)</p> <p>Suggest a mix of kid age from school age to teens</p>	<p>Group 4: Empty nesters n=8</p>
<p>Mix of CACI segments as they apply to each group – we'll map these onto groups Note: Important to get a good number for each segment across the whole sample.</p>			
<p>Mix of: gender, SEG, household size, tenure, garden/no garden, ethnicity, urban/city/rural, meter / non meter.</p> <p>Mix of attitudes towards saving water</p> <p>Mix of stage of water consideration journey</p> <p>Need to decide re vulnerable – discuss with client</p>			